Special year 'round conditioning section

Architects at home

The WAICO story

wisconsin architect

january/1966

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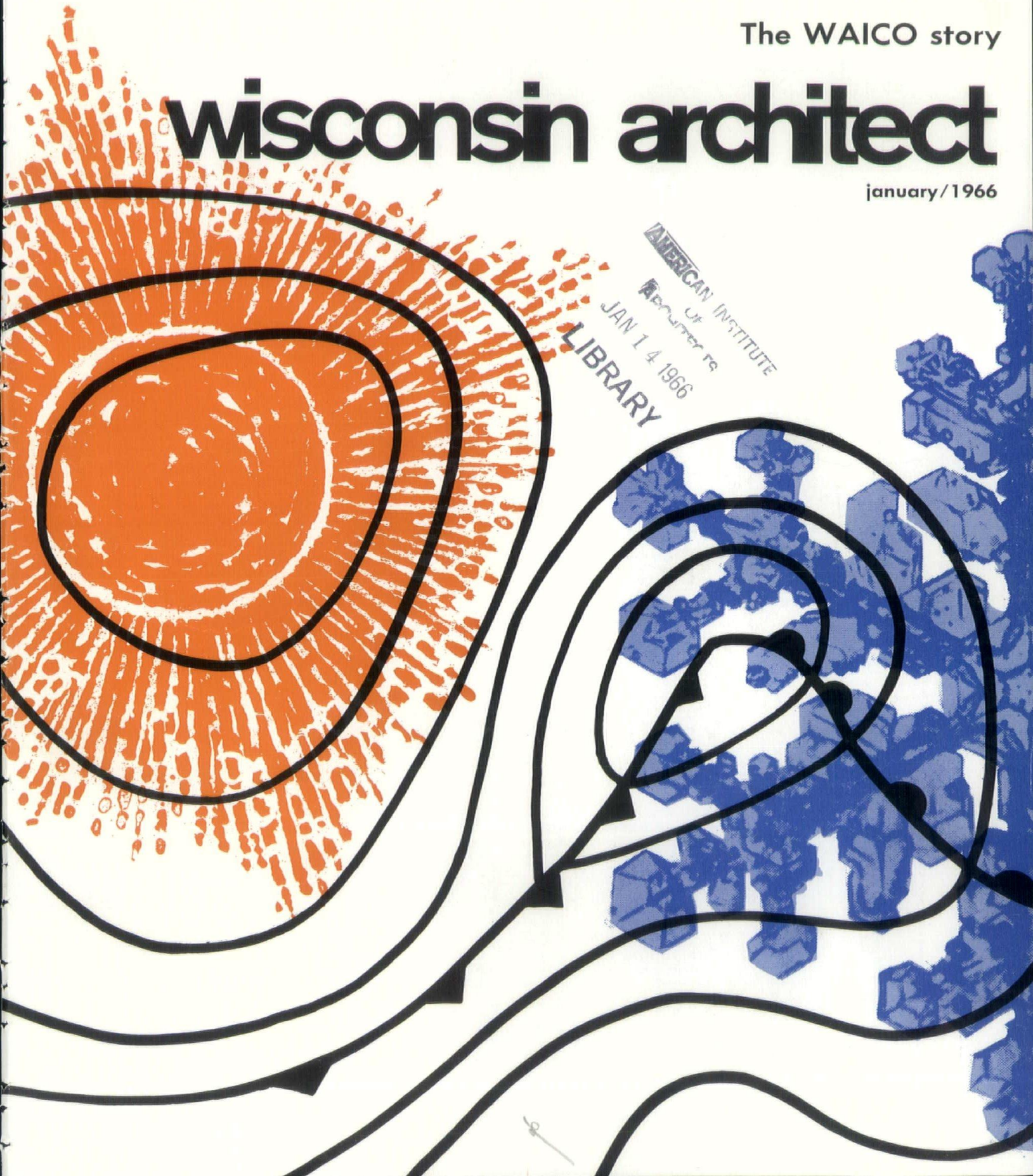

precast balconies

a.i.a. file: 4-a

Prepared as a service to architects by Portland Cement Association

Clip along dotted line

Precasting simplifies design and construction of balconies. Five towers, each with 24 floors of apartments, are included in the huge James Whitcomb Riley Center in Indianapolis, Indiana. Each apartment (studio, one- or two-bedroom) will have its own sun terrace.

The architectural firm, Perkins and Will, suggested precast concrete balconies as an alternate to cast-in-place balconies. The principal benefits they expect from precasting on this project are:

1. Rapid forming of the main structure.
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Installation and connection details are shown at right.

PORTLAND CEMENT ASSOCIATION

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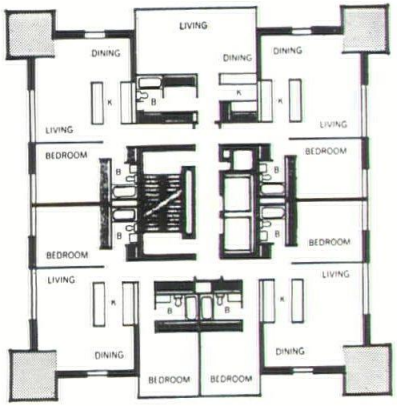
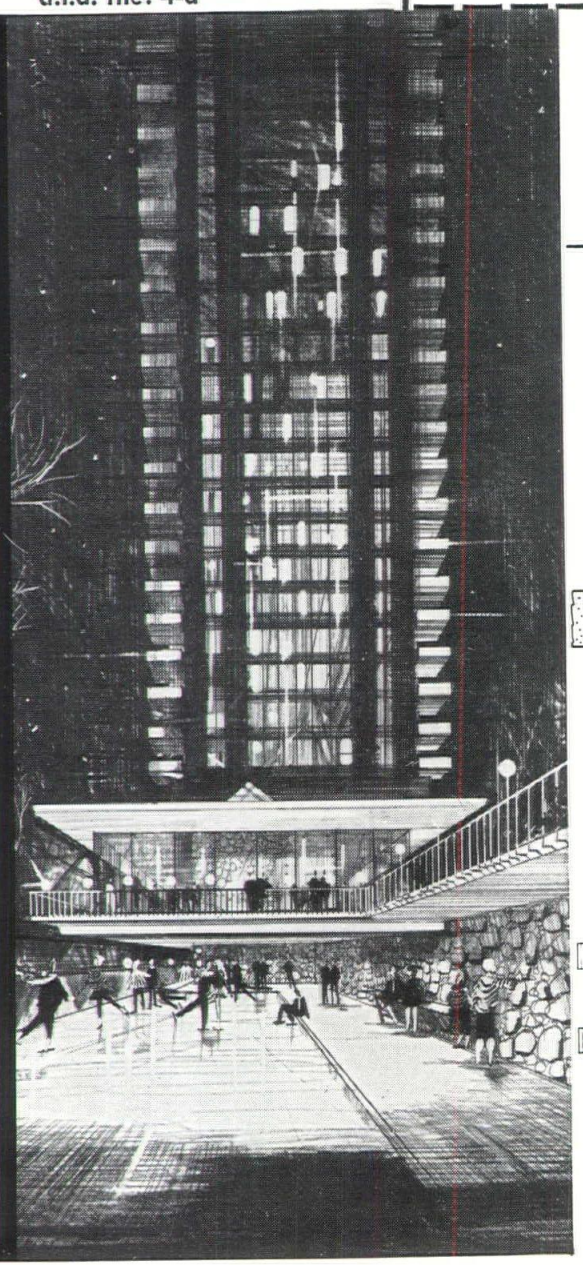
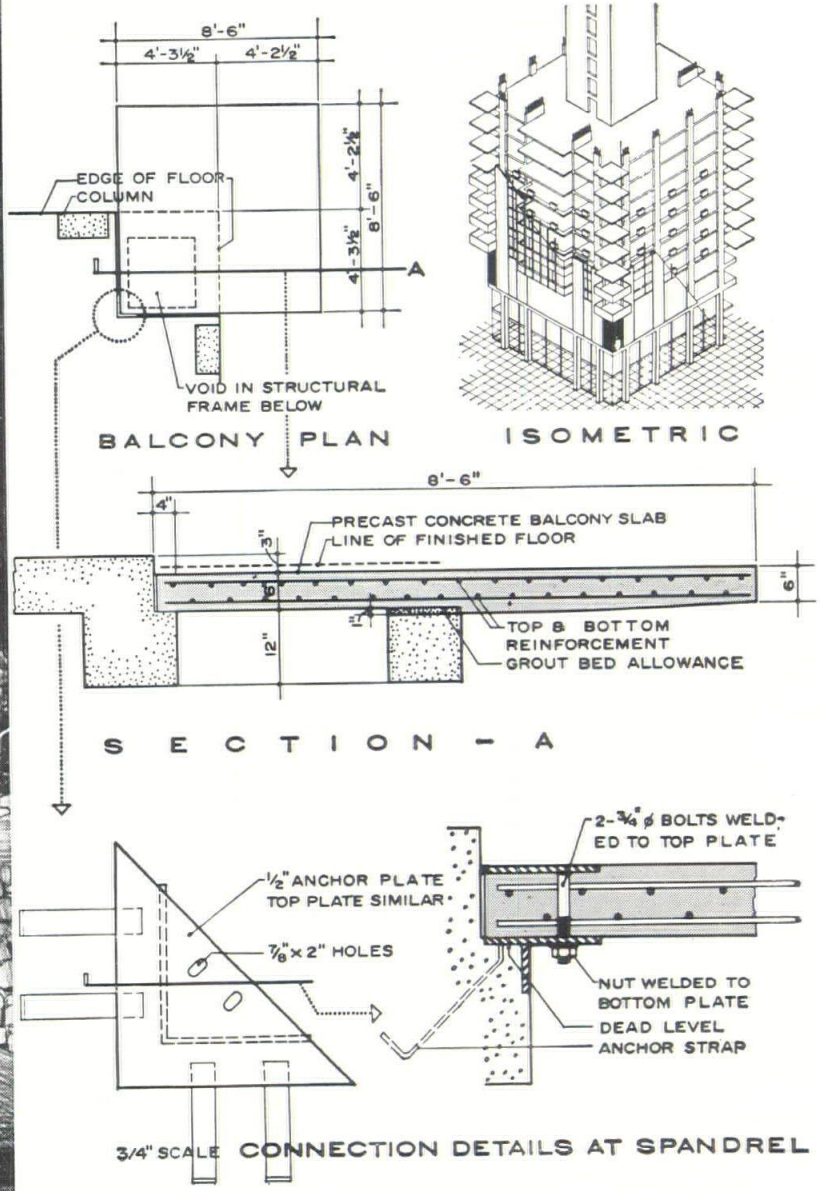
Architects: Perkins and Will, Chicago, Illinois







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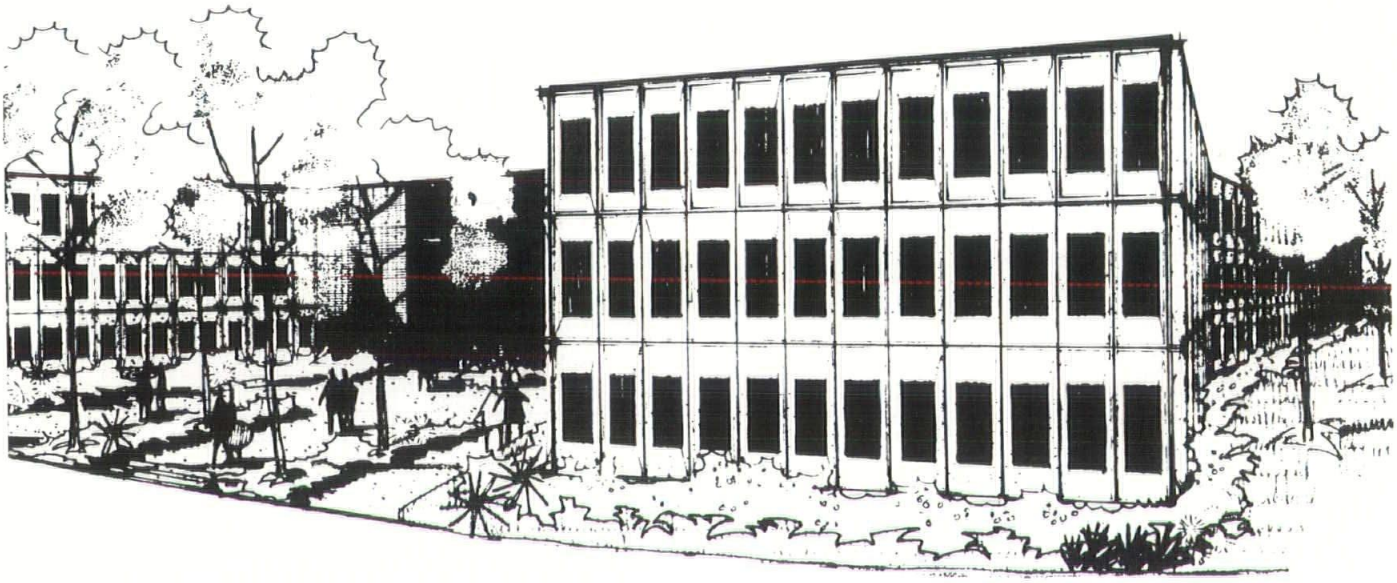
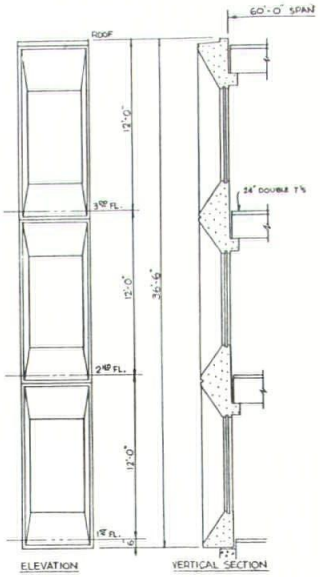
BARBER COLMAN

Structural windowalls of Badger Mo-Sai allow complete freedom of interior arrangement



Precast concrete double "T" roof and flooring rest on haunches cast in the unique Badger Mo-Sai windowalls, completely spanning the building interior. The large open office bays void of structural columns allow unusual freedom of office arrangement. The Badger Mo-Sai structural walls were cast in vertical sections 36 feet 6 inches high by 5 feet wide and 2 feet deep with three windows in each section. The double "Ts" are welded to the structural walls on one end with a spring bolt connection on the other end that allows for expansion and contraction. The exposed white quartz aggregate surface of the Mo-Sai imparts a permanent glistening texture to the building.



Edens Executive Center
Wilmette, Illinois
Architect: Lattin Smith

Badger
CONCRETE COMPANY
437 MARION ROAD
OSHKOSH, WISCONSIN

wisconsin architect january/1966

Volume 34, No. 1

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notes of the month

Newly elected officers of the Wisconsin Chapter, The American Institute of Architects:

Mark A. Pfaller, outgoing President, congratulates his successor, Joseph G. Durrant of Durrant, Deininger, Dommer, Kramer, Gordon, Architects and Engineers, of Boscobel.

Vice-President, John P. Jacoby of Herbst, Jacoby and Herbst, Inc., Architects, of Milwaukee (l. center), Secretary-Treasurer, Lawrence E. Bray, of Lawrence E. Bray and Associates, Architects, of Sheboygan.

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Mark A. Pfaller

The year's tenure has ended for our fine president, Mark A. Pfaller.

Mark has been untiring in his efforts to enhance and promote our profession of Architecture. He has been a good president and has nobly carried on the work of his predecessors.

Mark first presided as President of the Executive Committee, commonly referred to as the Board, on January 8, 1965.

As a practicing Architect, Mark has a fine background. He was graduated in Architecture at Notre Dame in 1942. He was first associated with his father, Mark F. Pfaller, and since 1949 with the firm of Mark F. Pfaller, Associates, Inc. Mark has been active in the design and construction of many fine churches, schools and hospitals in Wisconsin and other states.

When Mark took office in January he had set up criterion for his hopes and aspirations in 1965 for the Wisconsin Chapter of the American Institute of Architects. The most germane of these ambitions were:

1. The activities of all Chapter Committees should be stressed and emphasized. Much fine work has been done by various committees.

The Legislative Committee, by the very necessity of the Architect to defend and promote his profession, has been very active. Many bills have been proposed for the State Legislature, some emanating from the Architects and some from others.

Mark has spent many, many days in Madison in an effort to create a better understanding on the needs and problems of the Architect and to promote legislation which would best benefit our profession.

The School Committee worked diligently and most successfully in preparing the new manual "To Create a School."

The Professional Practice Committee prepared a fine brochure "A Report on the Areas of Liability in the Practice of Architecture." This brochure was distributed at the convention in Delavan.

Other committees also have been active.

2. Develop more rapport with other organizations.

To develop a harmonious relationship is not always an easy task. However, the Sections have cooperated in this goal. Joint meetings have been held with other groups and the Architects and Engineers have discussed mutual problems. Mark has also spoken before the Engineers to better correlate the two professions.

Architecture and Engineering are learned professions legally recognized in each state to promote the public welfare and safeguard life, health and property.

It is, therefore, a matter of public interest that these professions discharge their professional responsibilities with such fidelity to their clients and the public as to warrant the utmost confidence.

3. Work with the state agencies to minimize overlapping of authority and regulations.

With the able assistance of legal counsel, efforts will be made to work with all state agencies so that a uniform understanding will be reached on the many facets necessary to proper consummation of Architectural problems.

Mark has worked very closely with our fine legal counsel, Ray Tomlinson, of Madison, not only on legislative bills but in an effort to increase the Architect's image with our State Offices and Departments. It is hoped that the many requirements of the various State Agencies can be unified into common requirements.

4. Mend our fences.

Architecture through the years has been referred to as "the oldest of all the Arts, and the finest of the fine Arts." With this background it is the hope that Architects will maintain the profession on the high plane it deserves by their actions and their deeds.

Much of this can be accomplished by Career Day Speakers in our high schools, appearance before public organizations and societies and of course by exemplary conduct.

Mark, with his busy schedule, finds time to speak before students and other organizations.

The literary mouthpiece of the Architects, THE WISCONSIN ARCHITECT, has grown in stature and has been most beneficial in the promulgation of Mark's program. The magazine continues to grow in importance and deserves commendation.

Mark not only has presided over the monthly meetings of the Executive Committee but has attended and spoken at monthly meetings of the Sections and has reported back to the Board.

Mark has attended meetings in various states on matters pertaining to the Architects and the Institute.

When Mark attended the meeting of the Chapter Presidents in Washington he brought back two important issues: Membership and the War on Ugliness.

Since the War on Ugliness is a Presidential program, Mark presented the War on Ugliness Brochure to the Board. He then broke the brochure into several sections and Board members studied them and reported their opinions to the Executive Committee for compilation into a joint report.

In the preparation of these reports fine cooperation was received from Mr. Charles Aton, Wisconsin Bureau of Public Roads. It was interesting to learn that our State of Wisconsin had its own War on Ugliness long before it received National and Presidential backing.

In April, Mark attended the North Central States Regional Conference in Fargo, North Dakota. Particular attention was given to legislative problems common to the four states in the Region.

In May, Mark presided over the very successful Annual AIA Convention at Delavan.

It was reported at the Convention that five senate bills and seven assembly bills affecting architects had

Continued on page 23

Architects at home

What easily might have become a housewife's nightmare turned into an extra-ordinarily successful event. The Women's Architectural League of Milwaukee, Inc., better known as WAL, an organization founded with the purpose of disseminating knowledge and basic factual material concerning the science and art of architecture, embarked on a most ambitious program this year. Architects at Home, a tour of three homes, designed, built and owned by architects, was organized by the Women's Architectural League as a benefit for the Wisconsin Architects Foundation to provide tuition-aid for Wisconsin Residents pursuing architectural degrees.

Since September of last year, *Mrs. Walter Alexander (Beverly)*, chief organizer of the event, scheduled for Sunday, December 5, organized, coordinated and supervised preparations for the house tour.

The home of *Mr. and Mrs. Douglas Drake, 3055 N. Gordon Place; Mr. and Mrs. Charles Haeuser, 7254 N. Beach Drive, and Mr. and Miss Schweitzer, 4685 N. Wilshire Road,* were opened to 200 visitors, who registered well in advance, responding to the handsome and well thought-through invitation. Beverly, working with WAL members, assigned to special task-groups, received financial aid from the Producers' Council, Edward T. VerHalen Company and the Aluminum Company of America. The monies donated generously provided for the varied refreshments offered at each house. Individual WAL members donated the delicious canapes, hot and cold hors d'oeuvres they prepared themselves. Each house was assigned a couple as co-hosts to the owners. Architects Harper, Leenhouts, Slater, Eschweiler and Frank and wives were selected for the honor.

In accord with the purpose of WAL: "to present exhibits pertaining to architectural design and the relation of architecture to the community," the house tour offered a firsthand opportunity to show in fact the difference and advantages of an architect-built home. In a society that has long accepted the utilitarian approach to home building, the "Architect at Home" tour contained more than one lesson.

The three selected homes are serving distinctly individual and different needs. Each home bears the personal note of its creator, providing the truth of the words of Robert Winkler in *Architect's Home*: "The principles generally accepted in the world of architecture . . . come out more clearly than elsewhere in the architect's home, better than any other, reveal his conception of domestic culture. No longer inhibited by the wishes of his client, which are usually to the fore and must be respected, he can give concrete expression to his own ideas. An exceptional opportunity is given him to reveal his own attitude to problems of style, and he can risk experiments and try out new possibilities."

All the very busy WAL members who have lived through anxious moments considering the largesse of the task they took upon themselves, must feel gratified by the result they achieved. The genuine interest of the visitors, the enthusiasm of women eagerly inspecting, asking questions and commenting on features especially attractive to them, was a satisfying experience for the wives as well as the architects who permitted their homes to be visited, scrutinized, criticized and praised.

Here are some of the scenes at the "Architects at Home" tour.

Mr. VerHalen and Alexis Drake on the deck that extends from the living room area to the east and south over a wooded slope.

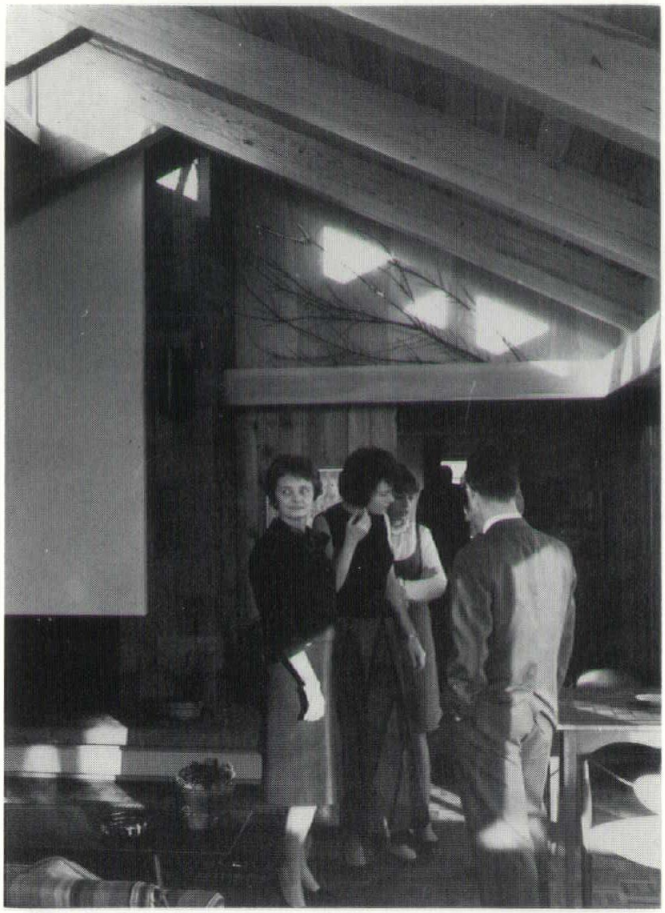
To enjoy the advantages of urban living while dwelling in a unique setting is extremely rare. What do you do when you do find an ideal site already occupied by a house that has every disadvantage possible?

You buy the house and begin to work.

Douglas Drake
3055 N. Gordon Place

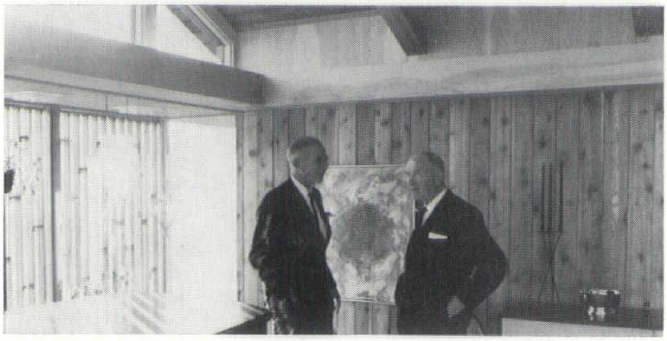
The entrance slab to the Drake Home has the hands of the Drake children, Alexis, Victoria and Jared, impressed in it alongside the date of the pouring.

Co-hosts to the Drakes, Willis and Lillian Leenhouts coming from the lower level that houses the children's bedrooms.



Mrs. Drake (long dress) and Mr. Drake welcoming guests.

The first guests to arrive at the Drake home (l. to r.), Mrs. Wegner and Mrs. Becker, enjoying the spacious living room that seems to dwarf the concert grand piano.

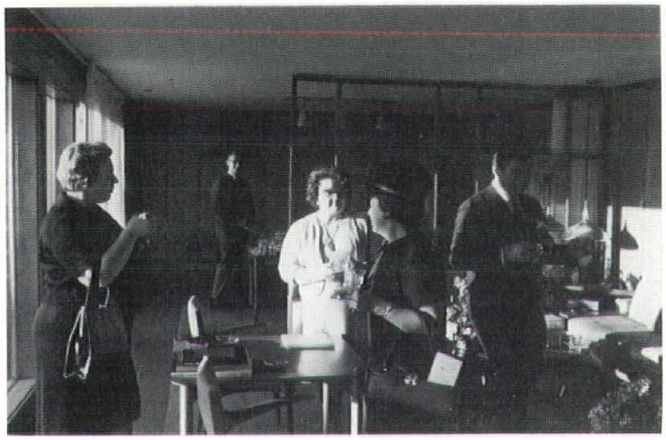


Mr. F. A. Wegner, Architect and Chief of Construction Division, Board of School Directors (r.), with his friend Mr. Becker.

Nestled in a quiet, traditional two-story neighborhood, the architect builds a contemporary abode opposite the famous Patton-Porter house. Respectful attention to materials, texture, and proportion wed it to a coordinated landscape. Its functional plan affords both individual privacy and circulation for a swinging party. The continuity of nature-keyed colors sets a mood that means home.

Frederick J. Schweitzer
4685 N. Wilshire Road

Guests arriving at the Schweitzer home.



Guests enjoying refreshments in the living room.

Mr. and Mrs. Robert F. Slater, co-hosts to the Schweitzers.

Host Frederick Schweitzer (l. to r.) with his sister, Dorothy Schweitzer, assisting a cheerful guest.

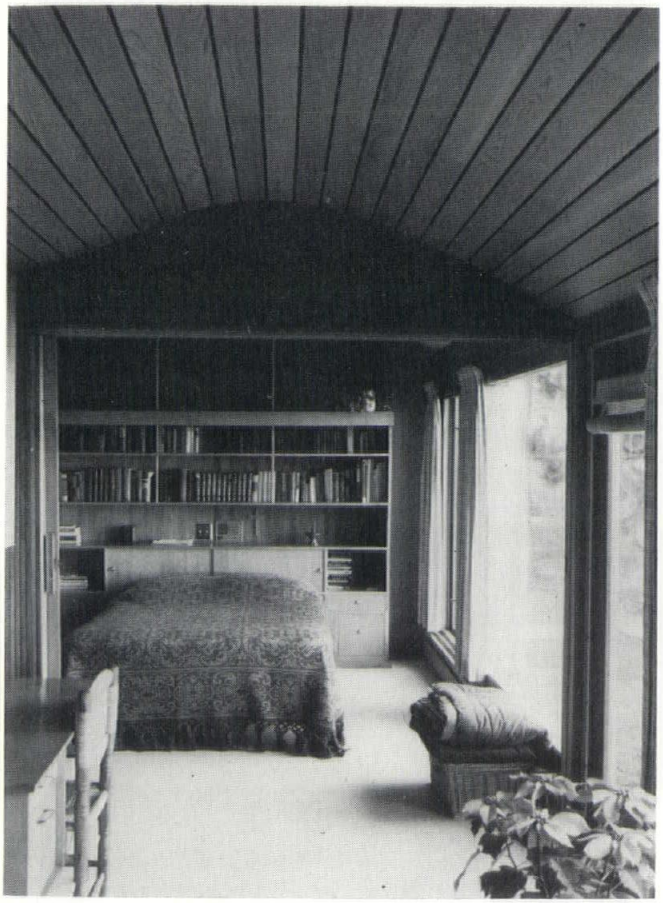
Portion of the living room with fireplace and comfortable seating arrangements.

Mr. and Mrs. Slater, Mrs. Johnson (center), upstairs of the Schweitzer home, commenting on the delightfully feminine atmosphere of Miss Schweitzer's quarters.

While saving the basic structure of a cottage with a good floor plan, the house was gutted and rebuilt to achieve more desirable use of the interior space. Views of the lake and beautiful trees dictated maximum glass wall to the east and west. Natural, simple understated design to blend with the site make this an informal, delightful home for six.

Charles Haeuser
7254 N. Beach Drive

The Haeuser Home.



Bedroom on the lower level of the Haeuser home adjacent to the living room.

Host, Chuck Haeuser with Beverly Alexander (center) and Mrs. Bruce (Fran) Koerner.

Ken Smith of the Milwaukee Area Bureau of Lathing and Plastering, dutifully serving refreshments.

Kitchen and dining area on the lower level. Members of the WAL busily replenishing food supplies.

Guests admired the upper level of the Haeuser home, holding the children's bedrooms.

1966 state convention

by Robert L. Yarbro

AIA 1966
CONVENTION
MON., MAY 9 - THURS., MAY 12, 1965
DELAVAN, WISCONSIN

It's back to Lake Lawn for the 1966 Wisconsin Chapter AIA Convention, May 10, 11, and 12. To chair a Convention Committee immediately following the tremendous success of last year's program is a frightening but challenging situation. But the Committee has up to this time done exceedingly well to formulate the program and anticipates a program for 1966 few members will chose to miss.

Wisconsin Chapter AIA has established, by the various themes of its past Conventions, an annual "post-graduate" course situation whereby the membership and employees of the Chapter offices can review post education, compare Architecture with the allied arts, or discuss the business of Architecture. The Convention time is when each year we pause so as to learn more.

The Convention Committee for 1966 sought and obtained approval of the Executive Board to explore "AUTOMATION" as it affects Architecture. This as a Convention subject matter at first review may appear uninspiring but when the ramifications were delved into during Committee meetings it became apparent that Automation is already established as a part of American industry, business concerns and educational institutions. Architects should be made aware of its possibilities in their practice of Architecture. It can be applied as a most useful tool — if we know what to expect. Automation will — can — never replace a man's mind as a creative tool but it can assume duties which will free a man's time for this creativity, time which all Architects desperately need. This is why the Committee chose "Automation Challenges Architecture."

The Convention program as established will explore the varied aspects of automated activities the Architects can look forward to having at their command within the next few years. There are Architectural offices in the East which are already using automation and it will not be long before the middle West will be doing the same thing.

The 1966 Convention is fortunate in having speakers committed to the various seminars who are nationally known for their activities in the field of Architecturally involved Automation. These include a practicing Architect, an Architectural educator, an "editorial" Architect, a management Consultant, and a member of an industry. The names of these persons along with information of each will be published in the WISCONSIN ARCHITECT monthly preceding the Convention in May. The Committee is certain that the membership will be interested in the entire Convention presentation since the several parts are so closely knit into the total program.

Seminars and speakers will follow the subject pattern as set up by the Committee as we attempt to analyze all phases of Automation. These are:

"Automation — Instrument for Service"
"Automation — Instrument for Design"
"Automation — Instrument for Production"
"Automation — Instrument for Living"
"Automation — Instrument for Action"

As in past years all speakers and their wives are invited to attend the entire Convention as Chapter guests. As much enjoyment and learning is derived from "after function" activities and socializing with the speakers as during the functions. Members have the opportunity to "get to know them" as someone other than a visiting dignitary. Many discussions have continued until wee hours of morning. This is only good.

Architects in Wisconsin as well as elsewhere must be prepared to meet technological advances. We must be aware of what to expect and how to meet these advances so that control remains where it belongs — and it belongs to those ready and willing to assume control.

May we be prepared!

On Friday, May 7, the day after the 1965 Convention, the Committees for the 1966 Convention were already hard at work. During the past six months we have held numerous formal meetings interspersed with phone conversations, luncheon get-togethers, et al. By profiting from past mistakes and utilizing constructive suggestions submitted by exhibitors, we believe that the 1966 Convention will be superior to any held in the past.

Although handicapped by available space, the exhibit hall booth arrangement has been checked time and time again in an effort to achieve the most efficient layout. The traffic flow and booth exposure for the coming Convention will be excellent and the ever present problem of additional space needs should be solved in the near future.

We feel that the Convention theme, *Automation Challenges Architecture*, is a subject of great importance and interest to all architectural offices, large or small. With this in mind we are suggesting to exhibitors that, if possible, the theme of their 1966 displays should revolve around automation. We realize that in many instances this will be either impractical or impossible, but with the many manufacturers now employing automation in their own business, there should be some stimulating exhibits.

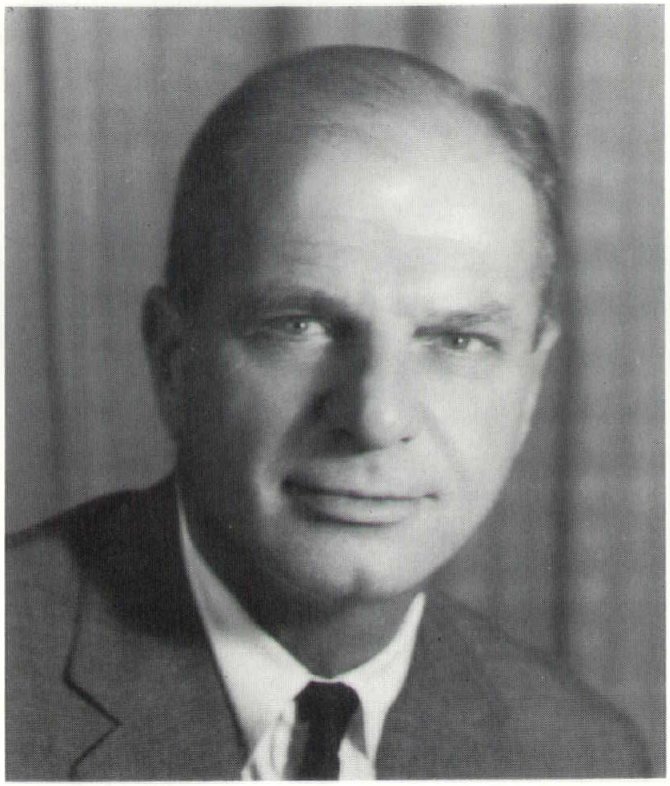
By popular demand, Tuesday night will again resound to the chant of croupiers, twenty-one dealers and a host of other sounds that could only mean LAS VEGAS NIGHT. This year the games will be played at the same time as the cocktail hour (the dealers need an advantage over our experienced players). After a relaxing dinner, during which our committee will determine the Las Vegas winners, the annual dance will be held.

Every attempt is being made to simplify the signing in at booths. Although last year's system made the determining of prize winners very simple, it was quite burdensome for both architects and booth attendants. This year all signing will be eliminated with the exception of signing in at the individual booths. This is necessary both for the selection of door prize winners during the exhibit hours and as a record for the exhibitors to prove the value of an exhibition booth at the AIA Convention. Women will not be required to obtain any signatures. Instead door prizes will be awarded on various occasions during the exhibit hours to wives who are in attendance with their husbands. The Chapter will award a Grand Prize at the adjournment of the Convention. The winner's name will be drawn from the names of the AIA members registered at the Convention.

As in the past several years, we are strongly recommending that each exhibitor prepare a short presentation of approximately two minutes covering his product and booth display. Naturally, if additional information is requested, the booth attendant will be more than happy to go into further detail on his products. The walking luncheon in the exhibit area has been so successful the last two years that we have expanded it to include both Wednesday and Thursday. The Thursday eye-opener party has been eliminated but the cash bar in the exhibit area will be open both days for those who are thirsty.

As mentioned previously, both the Chapter Convention Committee and the Exhibitors Committee have been working diligently in an effort to provide you with a well-rounded, interesting and informative 1966 Convention. We urge every member of the Wisconsin Chapter of the American Institute of Architects to attend! Without your attendance all of our efforts will have been in vain. May we expect you May 10, 11 and 12, 1966. Make it your intention to be at the AIA Convention.

Jim Detienne
Chairman — Exhibitors Committee



D'Orsey Hurst

D'Orsey Hurst, a 1932 graduate of Yale College and the Yale Law School, is the president of D'Orsey Hurst & Company, Inc. This management consulting firm is a leader in the field of growth and profit planning for Professional and Business "Services" used by Corporate Management and Government bodies.

Mr. Hurst's business experience includes investment banking, sales planning and training with The Sales Analysis Institute, and sales and executive positions with TIME Incorporated for over 15 years. Returning to consulting, he was Vice President and General Manager of the international management consulting firm of Bruce Payne & Associates, and in 1959, founded his present firm.

Clients of his firm include engineers, architects, engineer-constructors, publishers, banks, management consultants, and other companies in the "services" sector of our economy.

Mr. Hurst has served as chairman of the American Management Association Seminars for the past six years on "Managing the Professional Service Firm for Profit and Growth."

Mr. Hurst's several articles and papers have appeared in various publications, including the *Journal of the American Institute of Architects, American Engineer, Engineering News-Record, Inland Architect,* and *Architectural & Engineering News.*

He is a member of the American Economic Association, the American Marketing Association, the American Statistical Association, the American Sociological Association, the American Association for Public Opinion Research, the American Management Association, and the American Society for Public Administration.

Robert

hurdelbrink

by Margaret Fish

Sculptor Robert Hurdelbrink, 25, is among the few Wisconsin artists who support themselves by their art alone. He is a 1963 graduate of the Layton School of Art, where he was part of a three-man show earlier last year. During his student days and since he has been a consistent winner of prizes in Wisconsin competitions and elsewhere. He won a first prize, jury merit award and a Ford Foundation purchase award in the 1964 Walker Biennial in Minneapolis. During 1965, he won four major prizes in Wisconsin exhibitions and executed an important commission for Marquette University. He now has a studio in Chicago but regularly visits Milwaukee.

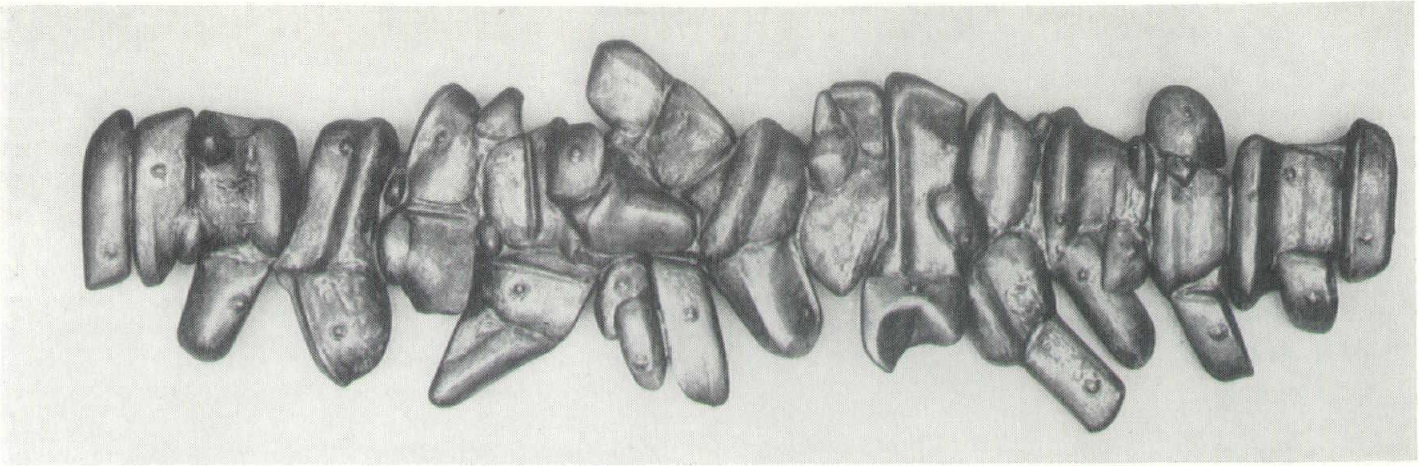
Young Milwaukee sculptor Robert Hurdelbrink begins his creative work not by looking at a model but by looking at his material which, most often, is bumper steel from disused automobiles . . . a commodity upon which so much of our economy and way of life depends. He sets out not to solve any specific formal problems of design nor to state any obvious symbols. Rather he feels his way toward a satisfying organization of his material, cutting and welding until an organic complex emerges of just the *right* rhythms, balances and textures. This, of course, takes technique and control as well as the creative will to forge ahead. Without exception, his method brings forth configurations which have *presence* and power to represent several levels of meaning, more to be felt than understood.

Hurdelbrink recently remarked, "The philosophy of what I am doing is involved with the fantastic breakdown of sexual mores with the advent of the pill." He spoke of free-er life, of new attitudes, of rapid changes in philosophies and moralities as well as in materials and techniques. His statements were more "feelers" toward understanding than systematic ideas. (He states them more fully and convincingly in visual terms than verbally, as should be expected of the sculptor or painter.) He added, "I feel a definite obligation to work in the media of our time, which is a steel age."

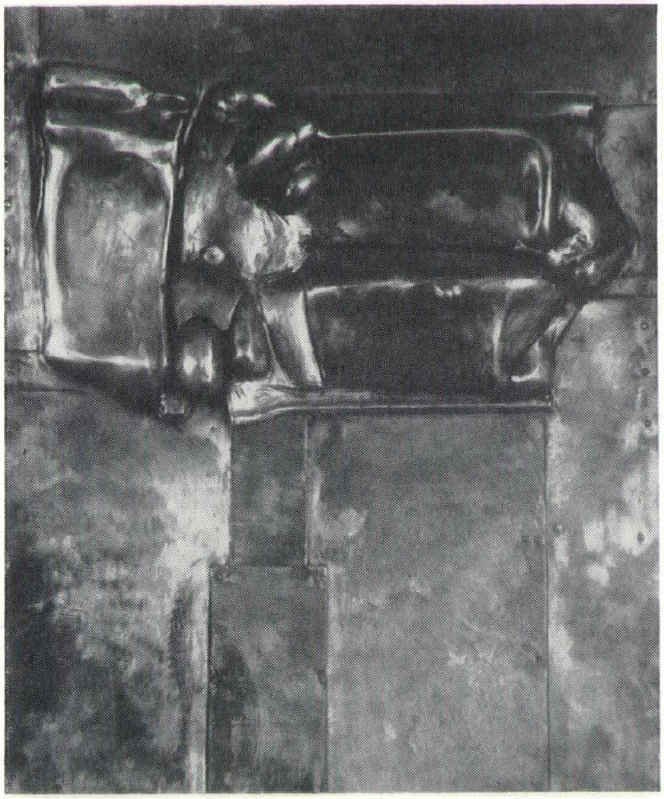
The projection of breakdown is implicit in the ambience of his welded works. But there also is a gathering of forces implied, the growth of something undefined. His art, then, as that of many artists of our period, stands as a physical and spiritual metaphor of the fears and awesome urges of our explosive, accelerated world. What the explosion will become remains to be seen, but Hurdelbrink's sculptures, like the relevant art of others, forcefully suggests its imminence.

The ambiguous, wryly humorous film "Dr. Strangelove" evidently was a taking off point for Hurdelbrink, for the theme of "strange love," a life-death idea, appears in many titles. The aesthetically welded and deployed auto bumpers which won him a prize in the 1965 Wisconsin Salon at Madison, then top $1,000 award and best-of-show medal in the 1965 statewide annual at the Milwaukee Art Center and finally a purchase award in the Marine Bank's recent Wisconsin Renaissance competition, are entitled "Strange Love VI"; and the 11½ x 3½ foot welded steel mural, also of bumpers, which he created last spring for Marquette University's new Life Sciences building is entitled "Strange Love 1965." He was chosen to do the mural from among four contenders for the $2,000 commission and was delighted to be confronted with no limitations or requirements other than those of structure. He believes his mural "signifies the intent of the building."

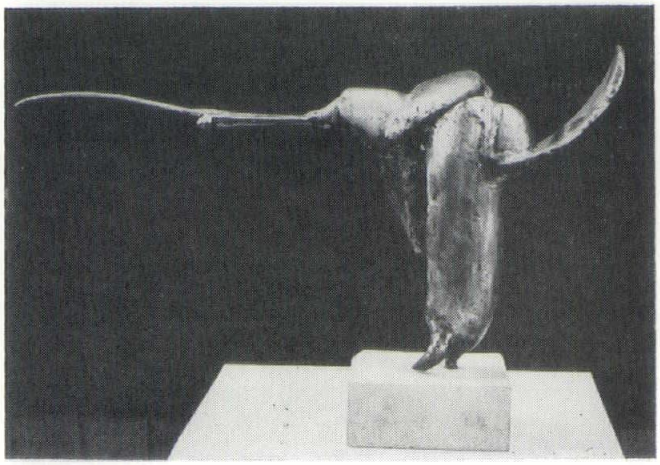
Poltergeists have been a favored theme in his weldings, and he has projected the mischievous, mean ghosts as small organic globules with loose extensors to reach out for antic fun. His meticulous welded work also includes forms that suggest plant and insect life, torsos, matriarchal figures . . . all ambiguous and evocative. Although he has concentrated for several years on welded sculptures, Hurdelbrink also does cast work. Recently, he moved his studio to Chicago because the foundry facilities are better there for his uses.



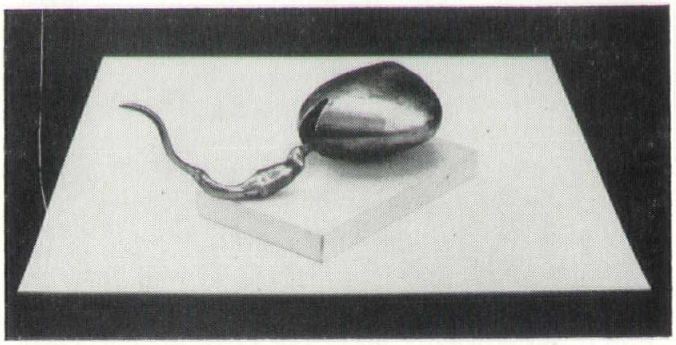
Marquette Mural: "Strange Love 1965," 11½ x 3½ feet in dimension, of welded steel. Signifying the intent of the Life Sciences building of Marquette University for which it was created.



"Strange Love VI," three-time winner of major prizes in Wisconsin art competitions during 1965.



Poltergeist V, a welded piece.



Poltergeist VII, a welded piece.

"Strange Love VIII,'" auto bumpers cut, forged and welded into an organic configuration expressive of universal urges and fears. The coated steel offers shades that range from brown to pink to yellow.

the WAICO story

In November, 1964, the Reverend Richard Aukema of Christ Presbyterian Church requested permission to speak before the Citizen Participation Subcommittee of the Citizens' Planning and Urban Renewal Committee. Pastor Aukema asked the Subcommittee's help to assist a group of residents he had been working with in the area of 18th and Wright Streets. These people had been attempting to organize a neighborhood improvement group, but he felt their effectiveness was limited because no one in the group was familiar with the basic know-how in the operation of a community organization. As a result of this experience, he suggested the Subcommittee might consider developing a course to help train neighborhood leaders in the operation of a neighborhood group and also on how to carry out projects.

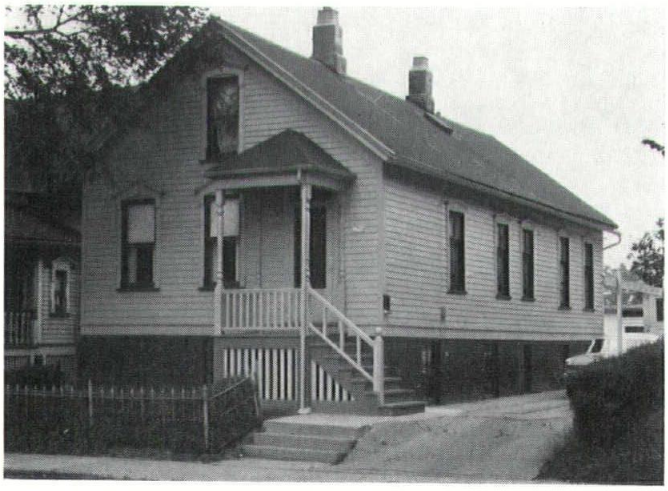
Anthony Cannariato of the Milwaukee Department of City Development reminded the Subcommittee that the University of Wisconsin-Milwaukee recently offered a course for members of neighborhood organizations and that they might be willing to help develop a follow-up course in leadership training.

The representatives agreed to send a letter to the University of Wisconsin-Milwaukee Institute of Governmental Affairs, asking its help.

Mrs. George Ettenheim of the Institute of Governmental Affairs, University of Wisconsin-Milwaukee, was invited to the Subcommittee's January, 1965, meeting to discuss development of a leadership training course. Mrs. Ettenheim said that the University was interested in developing such a course.

Mrs. Ettenheim mentioned that she had discussed this course with Dr. Warner Bloomberg, Jr., professor in the Department of Urban Affairs. Dr. Bloomberg suggested that a clinic dealing with problem solving might be useful to the members of neighborhood groups. The clinic approach would take a specific problem and work out a solution to it. The procedure followed would be basic and the same approach could be used for any type of neighborhood problem thereafter.

Mrs. Ettenheim agreed to meet with Pastor Aukema and Marvin Linder of the Department of City Development to work out the exact format.



At the February meeting of the Subcommittee Mr. Michael LeMay from the Institute of Governmental Affairs reported that the course had been started with 12 members of the Central City Neighborhood Improvement Association. Mr. LeMay felt that if the experiment proved successful, the course had significant possibilities for the implementation of the Community Renewal Program and for strengthening the operation of neighborhood groups.

The Neighborhood Action Clinic first met February 6, 1965, at Christ Presbyterian Church. Eight 2-hour workshops were planned for the ensuing Saturday mornings. The Clinic was conducted by Dr. Warner Bloomberg, Jr., with the assistance of his graduate students, Fred Lernerson, Hiram Shaw, and Ray Alexander.

Dr. Bloomberg felt the group must identify the problems it wished to work on. These problems were listed by the group and consisted of the following: police brutality; lack of playgrounds; no street lighting in alleys, street sanitation; and physical deterioration.

Through the process of elimination and group consensus, the group narrowed its sight on one problem. They felt physical deterioration was the most pressing problem, and one in which they had the resources to combat.

Soon after the Clinic started functioning, another organization, Citizens for Progress, began participating in the workshops. With the addition of more people, the Clinic used three techniques to stimulate action and interest in the neighborhood. These techniques consisted of an Interest Survey, Occupancy Survey, and Block Meetings.

Various committees were organized in addition to using the aforementioned techniques. One committee, the Grievance Committee, was set up to facilitate the group's concern with physical deterioration. This committee achieved unprecedented success. The Grievance Committee made up of Mrs. Eugene Walker, Mrs. John Redmond, and Mrs. Hudson Franklin worked on getting the boarded up houses in the neighborhood razed. This committee succeeded in getting four houses razed by the end of this summer.

The committee also contacted property owners whose properties were in a bad state of repair and on which the committee had received complaints. These property owners were urged to correct the deficiencies.

The group attending the Clinic began to realize in March that a more broadly based rehabilitation program was needed to halt the creeping blight. The advisory group also felt that some tangible evidence was needed to stimulate this group. During the middle of March an investigation of possible outside help was conducted.

Representatives of a firm specializing in privately initiated redevelopment programs were invited to make a presentation for an action program by the group. The firm's representatives were its president, Robert G. Irwin, and Stephen Albee and John P. Kerry, two graduate students in the Department of Urban Affairs at the University of Wisconsin-Milwaukee, who had joined a training program held by the company and who have since become full time associates of the firm.

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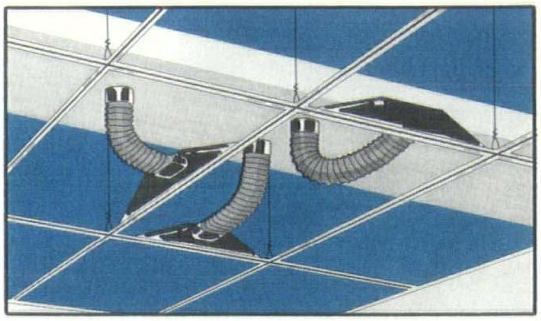

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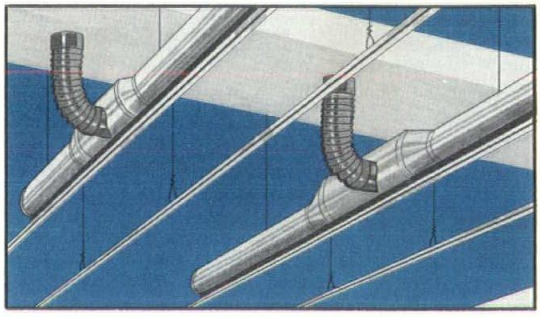

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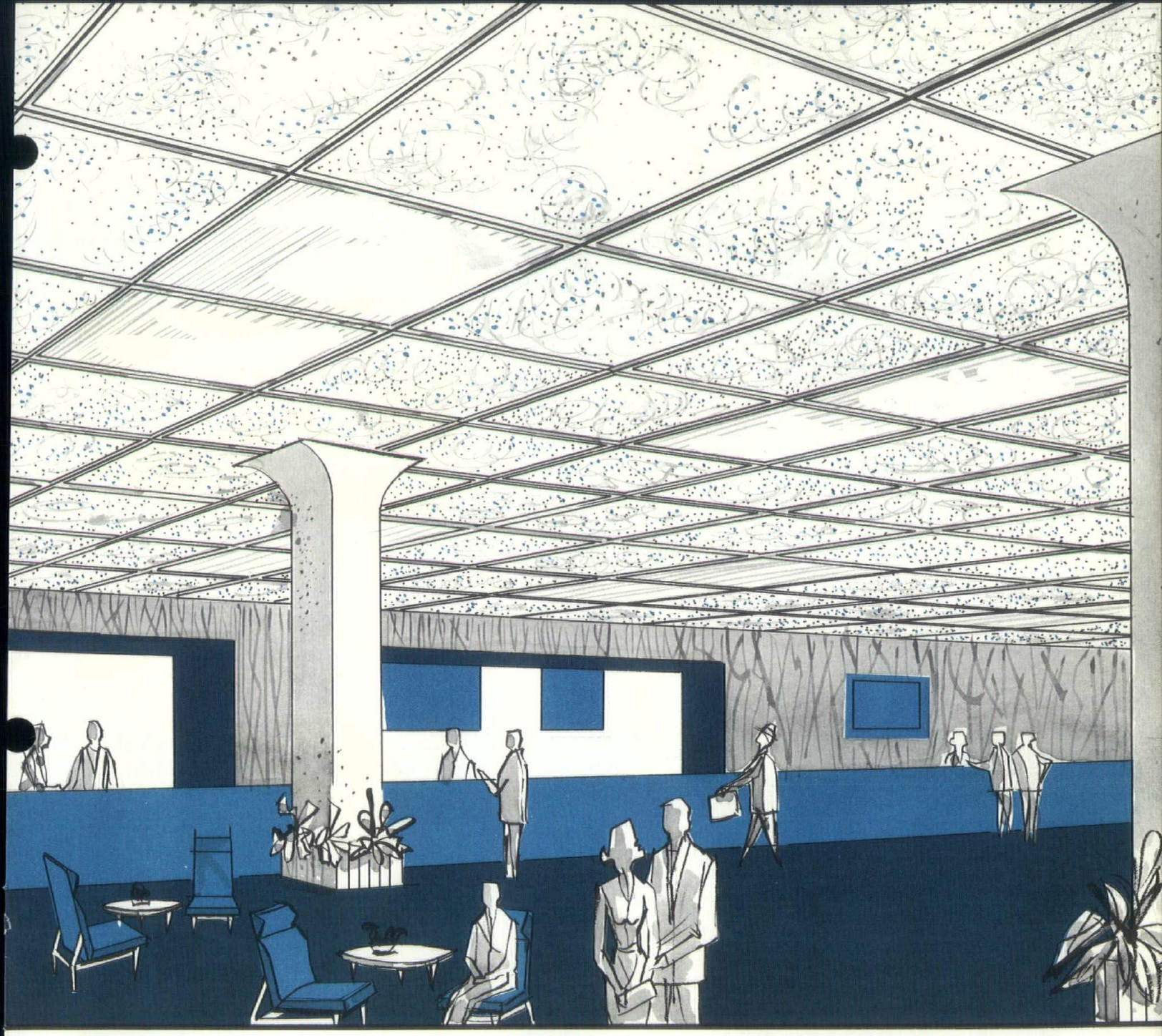

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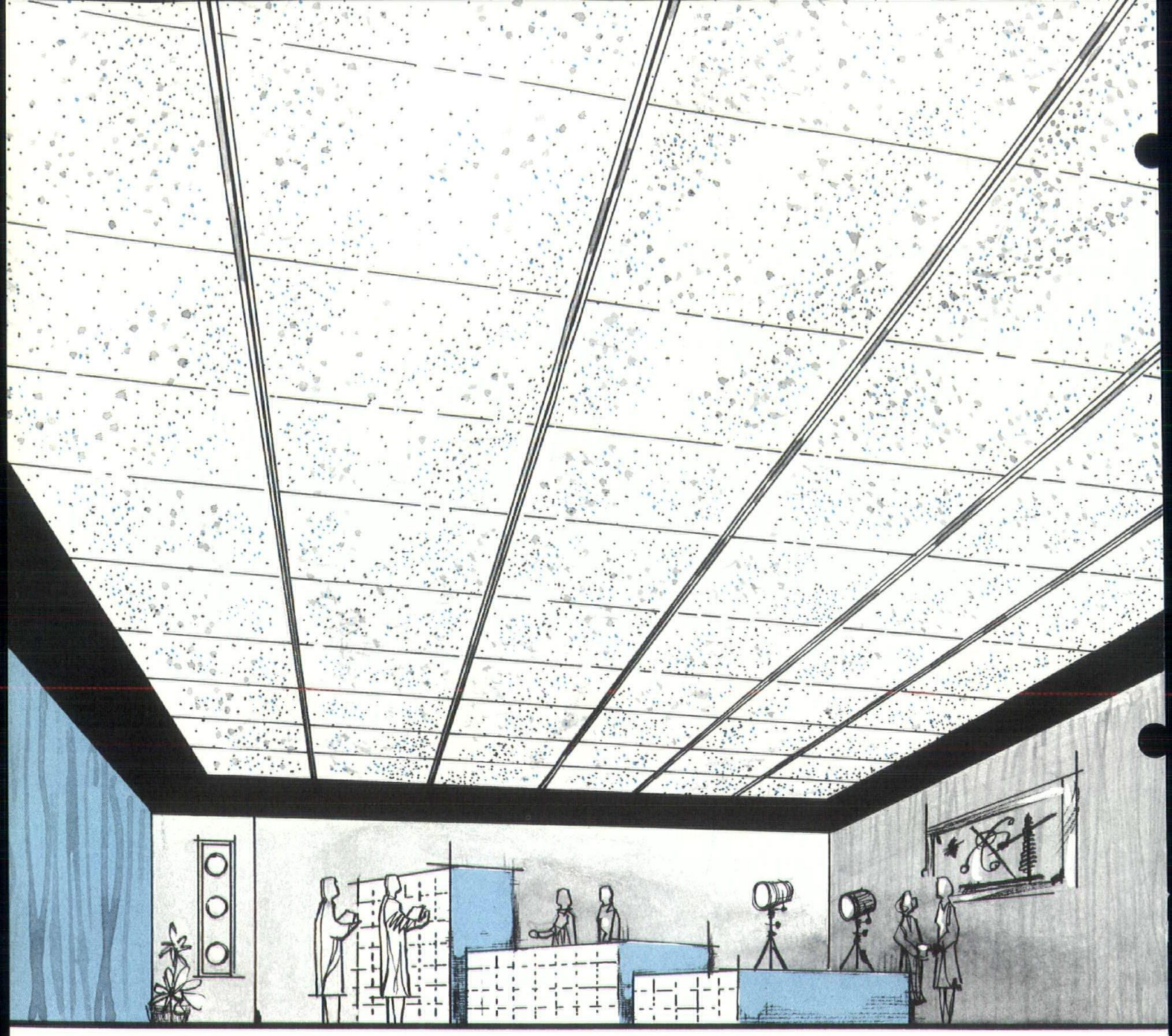

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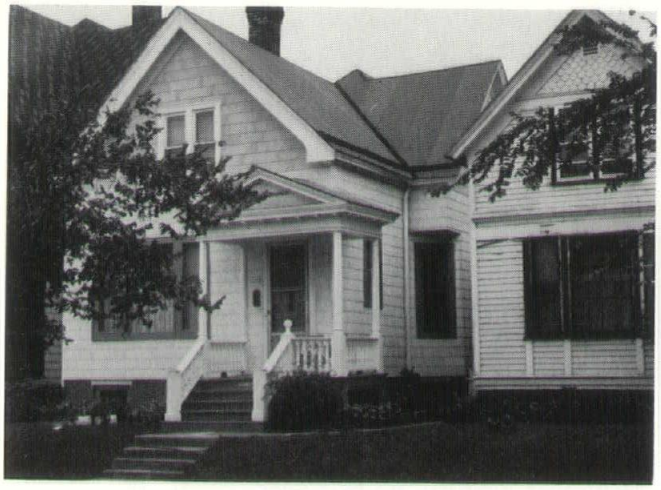


The group adopted the proposal of Redevelopment Services, Inc., as its action program. The program proposed consisted of an exterior rehabilitation program. It has been directly or indirectly responsible for more than 90 individual property beautification projects in the program area in the past summer.

Upon adopting the program for action, action itself came quickly. Under the guidance of Redevelopment Services, Inc., particularly Stephen Albee who served as Executive Director of the group, weekly meetings rapidly accomplished the formalizing of an organization.

The group selected the name Walnut Improvement Council (WAICO), and elected a slate of Officers: Eugene P. Walker, President; James Richardson (Mayor's Home Improvement Award Winner from the previous year), Vice-President; John Redmond, Vice-President; Mrs. Sloan Williams, Treasurer, and Mrs. Hudson Franklin, Secretary.

The boundaries of the area to be served were established as North 11th Street, North 20th Street, West Galena Street and West Brown Street.

Stationery was printed, membership cards prepared and dues set at $2.00 for membership in the organization.

The 685 property parcels were consolidated in lists and cards into the 545 individual ownerships, 84 multiple ownerships covered 140 of the properties, 235 properties were found to be occupied by owners, 265 properties were found to be owned by people living in the WAICO area, and 420 properties owned by people living outside of the WAICO area.

A detailed exterior condition survey was not possible if the program was to be launched in time for accomplishment during the summer season. This is now in process. However, a "windshield" survey estimated that about 300 of the properties in the area were in need of minimal exterior work prescribed to reach the beautification standards set. About 200 were found to meet the standard, 100 might require more major work or razing and redevelopment of sites, and about 85 had already been condemned or razed or were in that process.

All the architects, suppliers and contractors in the fields of carpentry, painting, sheet metal, and landscaping were contacted by mail to determine their interest in plying their trades and professions in the program, at a profit, of course, since the program was based upon creation of a volume of work and demand for materials which would attract lower prices per unit of service and product than could be obtained by individual effort alone. Each was asked whether he would serve on an inspection team to call out the work needed on each property within a block.

The stage was now set, the program ready for introduction at a general meeting. Property owners had received two introductory Progress Reports by mail before the General Meeting was called in May, just a little over one month from the start of the forming of the organization. The meeting was held at the St. James Methodist Church. (Board meetings are alternated between Christ Presbyterian Church and St. James Methodist Church.) Invited also were the architects and contractors and suppliers who had indicated willingness to participate, local Aldermen and public commission members. Slides furnished by the City of Milwaukee Department of City Development showed how homes could be improved with relatively inexpensive action and effort. Memberships were sold (they now approximate 80), and a very revealing discussion period entered into.

All the property owners having been informed by mail and having been given the opportunity to ask questions first-hand, the program was ready to start. There were twenty blocks to be "reconnoitered."

Twenty teams were sought in order to spread as widely as possible this work-load. Three teams actually were formed, and four blocks actually surveyed. "Recon" report forms were furnished for each property in the blocks. The first block surveyed turned out to be in jeopardy by the Expressway system. Mr. Robert Brannan, Chairman of the County Expressway Commission, and Gary Alstot of the local office of the Consultants to the Commission, Howard, Needles, Tammen and Bergdorff met with the WAICO Board at a regular weekly session, and could shed no light on the exact course of the expressway. They advised the exact route would be known in the spring of 1966.

Undaunted, the Board authorized additional blocks to be "reconnoitered." Architects Willis and Lillian Leenhouts, Charles Haeuser, and Arthur Siedenschwartz headed teams of the following contractors and suppliers:

Bob Sutton, Sherwin-Williams Co.
David Martell, Anchor Paint Co.
David St. George, Painting Contractor
Harold Wendler, Piper Decorating Co.
James Walsh, Walsh Sheet Metal Co.
Clifford Day, J. Romberger Co. Sheet Metal Co.
James VerHagen, Sheet Metal Contractor

The City of Milwaukee in this summer of 1965 experienced one of the tightest labor and busiest construction seasons in its history. The "target date" set by the Board for the "invasion" of workmen was September 1. "Reconnoitering" was progressing, meetings were scheduled with owners in blocks which had been "reconnoitered." Each property owner was furnished a copy of the "Recon Report" with the work suggested and estimate of the cost and a place to indicate whether or not financing assistance would be needed. Contact by Redevelopment Services, Inc., and WAICO rep-

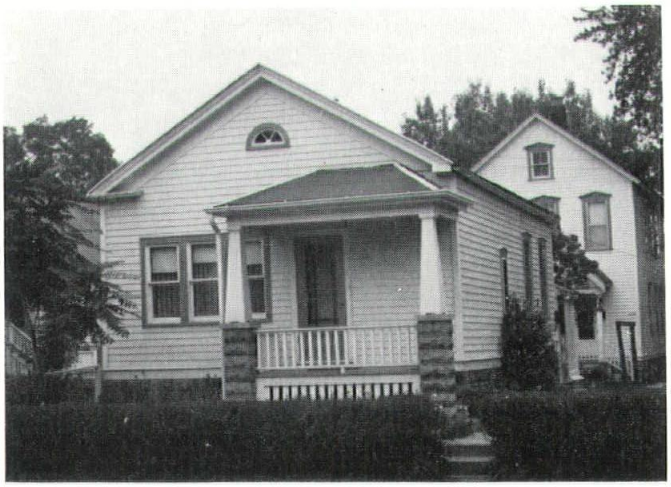
resentatives had already opened the door to financing by several formerly reluctant financing institutions, "Provided the improvement program produces improvement broadly enough."

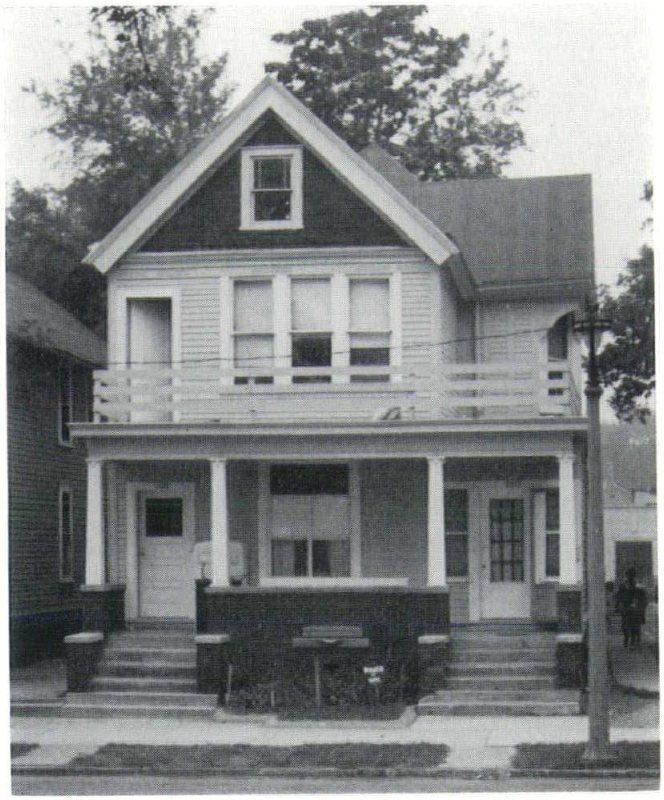
In the midst of all this, what started as a trickle seemed to be growing into a flood. For several weeks, it is now mid-July, Board members had commented upon individual work going on within sight of their properties. Gradually the Board became more and more conscious of this individual response. A survey was directed, and by the time of the next Board meeting it was found that 68 properties had just received or were in the process of receiving the very kind of improvements proposed by the program. A spot check of the owners of the properties showed a variety of reasons: "My neighbor did his, and it looked good"; "If there's a program to improve, we can afford to do something"; and even the semi-rebellious motivation, "Nobody's going to tell ME what to do to my OWN property."

President Walker began to get phone calls from individuals for prices. He personally contacted many suppliers, showed them his membership card, explained the program, and obtained from some a "flat" discount for anyone showing the membership card or an address in the WAICO boundaries. He had among his acquaintences men who had skills in carpentry, painting, even electrical and plumbing work, and he started to contact them and actually organize them into labor teams to fill in the gap produced by the shortage of labor in the market.

The die was cast. Individual response to the program had taken the play away from the organized plan of the organization. This was fortunate as things turned out, since September was one of the wettest Milwaukee has ever seen. But it was even more a source of high elation to the organization. Mr. Irwin reacted enthusiastically, "This is the most exciting individual response we have experienced in our six years of work of this kind . . . and this is the *first* group we have served in a residential area."

By September the number of individual responses had grown to 92, and that was the last count. "NOW are we ready for some publicity?" was the question before the Board.





From its inception, the WAICO Board had established as policy that it would not petition the City for any kind of assistance, nor solicit any publicity until it HAD SOMETHING TO SHOW. The only exception to this was the work of a Committee appointed to accelerate the razing of condemned properties which pose an outright hazard to children of the area.

It was agreed that NOW WAICO had some visible results and publicity would help stimulate others to action. Mr. Richardson got the 4-H boys he was working with to prepare "WAICO-AT-WORK" signs to place on properties which had received improvement, and personally carried the news media editors' releases telling the story. Publicity was good.

Right on the "target date" a "celebration meeting" was held. Mayor Henry Maier was invited as the main speaker. This time WAICO had its OWN slides to show. The gathering was not as large as hoped, but neither was the first one. The main thought was that the progress had exceeded expectations for the seven months that had passed since the program's start.

The next Board meeting covered "Where do we go from here?"

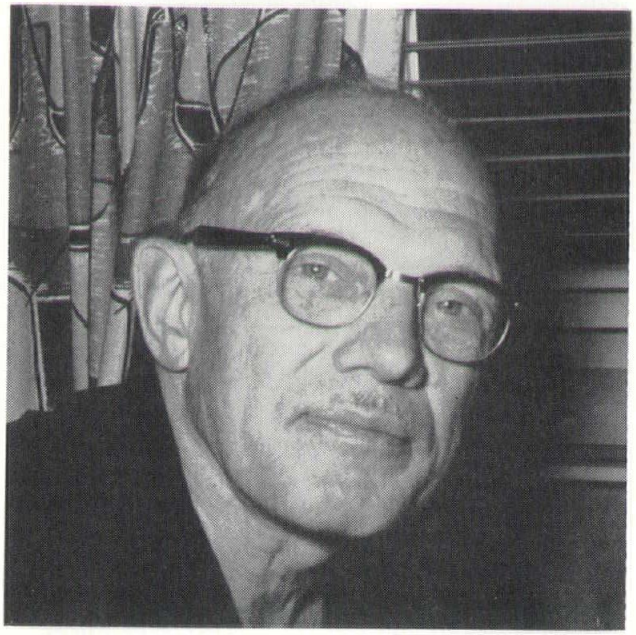
A confident, even militant determination could be summarized by the observation of one member, "By the time the bulldozers get here, they won't be needed."

Then after a steady stream of weekly Saturday meetings, unbroken since February 1, the Board decided to "take off for two weeks" to "get our breath" for the Holidays.

The December 4 Board meeting found them refreshed. Willis and Lillian Leenhouts and the Staff

Continued on page 22

Prominent Architect Dies



HERBERT J. GRASSOLD, AIA

Herbert J. Grassold, AIA, prominent Milwaukee architect, died at the age of 67 of a heart attack at the Milwaukee Psychiatric Hospital on November 29, 1965.

Mr. Grassold was Vice-President and Treasurer of Grassold, Johnson, Wagner & Isley, Inc., Architects, which he formed in partnership with Elmer A. Johnson, AIA, after they were awarded "First Prize" in 1934 in a competition for the Scottish Rite Cathedral for the Wisconsin Consistory.

A native of Milwaukee, Herbert J. Grassold graduated from West Division High School in 1916. He attended Columbia University, studying Architectural Design for three years and for two additional years at the College of the City of New York.

His professional history includes employment as Job Captain with Geo. B. Post and Sons, New York, from 1921 to 1922; he was Chief Draftsman with Clas, Shepard and Clas in 1926 and 1927. From 1928 through 1934 Mr. Grassold engaged in private practice. He served in the U.S. Army in World War I.

In 1922 Mr. Grassold was licensed to practice architecture in Wisconsin. He was registered as architect in Michigan, Washington, D. C., and Florida. He was a member of the National Council of Architects Registration Board since 1949.

On June 11, 1934, Mr. Grassold became a member of Wisconsin Chapter, The American Institute of Architects. He served as President of the Southeast Section in 1955, was a member of the Board of Directors of the organization from 1955 to 1957; he served as Director at Large from 1955-1962.

Mr. Grassold actively supported the Wisconsin Architects Foundation. He was a member of the Cudworth American Legion Post, the Lutheran Laymen Movement, the Milwaukee Athletic Club, Wisconsin Masonic Lodge, Tripoli Temple and Wisconsin Consistory.

Mr. Grassold was respected in the community and especially by his colleagues for the quality architecture he championed. Since the partnership of Grassold-Johnson, founded in 1935, the firm was awarded seventeen awards for its projects. Mr. Grassold in his position as Vice-President was responsible with Mr. Johnson, President of the firm, for all projects. Mr. Grassold was particularly concerned with planning, design, detailing and the structural and mechanical phases, and coordinating and development of working drawings, specifications and client contact.

Some of the award-winning buildings the firm designed in its successful 35 year history are: Windlake Avenue School, Milwaukee; Custer Senior High School, Milwaukee; Babcock Hall, University of Wisconsin, Madison; Housing development, Wisconsin 2-1 (Federal) Sixth Ward Milwaukee Housing Authority; Brookfield Union Free High School; Finney Branch, Milwaukee Public Library, Milwaukee; Mayfair Shopping Center in Wauwatosa; Milwaukee Athletic Club; Lutheran High School, Wauwatosa; Wauwatosa Civic Center; Square "D" Company in Glendale; Wisconsin Telephone Co. Central Office in Cedarburg; Chapel of St. Camillus Hospital in Wauwatosa; Racine Y.M.C.A. and the Hilldale Shopping Center in Madison.

In addition to the Stadium, his firm designed and supervised the construction of the new Central YMCA in Milwaukee. The following buildings were designed and executed for the new Milwaukee County Zoo: Primate House, Monkey Island, Winter Quarters for Monkeys, Carnivora House, Aviary, Service Building, Winter Quarters for Hoofed Animals, Aquarium and Reptile House, Animal Hospital, Administration Building, the Australian Exhibit Building and the Children's Zoo.

Mr. Grassold is survived by his wife, the former Lynne F. Mueller; two daughters, Mrs. Mary Jean How, San Francisco, and Mrs. Lester Paul, Jr., Evanston, Ill.; two sisters, Mrs. Edna Wussow, Milwaukee, and Mrs. Rose Pouzar, Beaumont, Texas.

Memorials were established for the Wisconsin Architects Foundation and Luther Manor.

TOMORROW'S AIR CONDITIONING—TODAY

Air conditioning is the process which simultaneously controls temperature and humidity automatically as it filters and circulates the treated air — or "the process of cleaning the air and controlling its humidity and temperature."

To provide modern indoor climate control, air conditioning should be provided for in the design of every building — from residential to commercial and industrial buildings — from skyscrapers and government buildings to schools.

The federal government's "housekeeper" — the General Service Administration — conducted a study of two nearly identical clerical groups, one in an air conditioned office and the other in a non-air conditioned office. It found that air conditioning produced a 9.5 per cent increase in worker efficiency.

Is such an increase enough to pay for an air conditioning system? Well, GSA noted that if the efficiency had been only 1.5 per cent rather than 9.5 per cent, it would still be economically feasible.

A survey by *Air Engineering* magazine of top factory managers across the country gave these credits to air conditioning: Increased employee efficiency — up to 10 per cent, more production — up to 70 per cent, better quality control — up to 80 per cent, maintenance savings — up to 50 per cent.

There were many more benefits listed. One of them was that an investment in an air conditioning system gives a good retrun — up to 122 per cent.

Schools are in the midst of a tremendous building program. Should we air condition our schools? The University of Iowa's Center for Research in School Administration pointed out that students in an air conditioned classroom learned faster, and concluded that this "model" environment was "superior to the marginal thermal environment for all reasoning and some clerical tasks."

The population explosion which is annually adding to the requirements of more and bigger school buildings at elementary and secondary levels already has influenced administrators of some schools to a consideration of year-round school sessions as a means of getting 100 per cent use of their facilities, rather than the approximate 75 per cent that is used when schools are closed for three months in summer.

Air conditioned schools can be built at little or no extra cost. It is possible to design "compact" schools which have shorter wall perimeters and less wasted space in hallways. By reducing exterior window areas, and relying more on artificial lighting and air conditioning, heat gain and loss can be better controlled — reducing the cost of both heating and cooling and saving money every year that the school is in operation.

We have a few air conditioned schools in our own area that are proving to be very practical. One of the latest systems of air conditioning to be designed is the Kimberly High School. Walter Ratai, Inc., was the Consulting Engineer to Sauter-Seaborne, Architects.

The Kimberly School is unique in that it is all electric and uses well water as its source of supplementary heat . . . its primary heat being supplied by a heat pump. A similar system could use a fossil fired heat source for its supplementary heat.

Basically Kimberly High School uses heat that is generated within the building from lights, occupants, and operating equipment as its main source. A heat pump is used to extract this heat which is usually wasted with excess heat being stored and made available for night use and week-end use when the building is unoccupied.

The heart of this successful system is the two-duct air handling system that is used in combination with the heat pump. Hot air heated by water from the condensor is carried in one duct and cold air cooled by the chiller is carried in the other. Each room has a mixing box with pneumatic dampers under the control of its own thermostat. If one room requires cooling it takes all cold air. If a room requires heating it takes all hot air, or a mixture of both.

Simultaneous heating and/or cooling is supplied to every room — every day of the year.

Using high velocity ducts (4,000 FPM velocity) rather than low velocity (1,000 FPM) reduced the duct sizes required by 50 per cent and eliminated the need for costly tunnels for air distribution.

Air is exhausted from each room through the light fixtures, picking up 60 per cent of the heat given off by the lights and removing it before it enters the room. This reduces the amount of air required and also allows the use of smaller ducts. The space above the corridor ceiling is used as a return plenum for the hot air.

It is a centralized system with no individual room filters, fans, belts or motors to service. Maintenance is simplified as the operator can inspect the system and oil motors without wandering from classroom to classroom.

High efficiency or electrostatic filters that can be used in a central system such as this are approximately 90 per cent efficient whereas conventional unit filters can be as low as 30 per cent efficient and much lower if they are not cleaned or changed frequently.

The excellence of the indoor comfort and low cost of operation at Kimberly High School is reflected in the fact that its combined summer enrollment is higher than during the normal school year.

With two-duct warm air heating and cooling you have a single centralized system that requires no changeover from heating to cooling, provides ventilation with filtered air, and provides a method that will allow "compact" and comfortable school buildings that are more economical to build, operate and maintain.

Robert G. Sandvik
Sheet Metal Industry of Milwaukee

HEAT PUMPS: A NEW TOOL FOR HEATING

by Walter R. Ratai

The conventional system for an air conditioned building has a separate Boiler Room, boilers, hot water pumps, and chimney to provide the heating and space for a centrifugal or absorption chiller, chilled water pumps, and condenser water pumps to provide the cooling. The heat pump takes the place of these two separate plants and provides heating and cooling simultaneously.

The term "heat pump" holds a certain fascination for many people. To some it is a way-out term, something related to space flight, to others it is a proven, economical, and practical way to heat and cool buildings.

Let us take a moment to define a "heat pump." As the name implies, it is a system which takes heat at a low temperature level and pumps this heat to a higher, usable level. The home refrigerator is then a heat pump for heat is taken from water placed in it to form ice cubes. This heat is then transferred to the condenser coils located at the rear of the refrigerator and thence into the kitchen. Any standard air conditioning system can rightfully be called a heat pump, for it is removing heat from the air conditioned space which is at 78° F. and is transferring this heat to the outside air which is at 95° F. through an air-cooled condenser or cooling tower.

Inasmuch as a heat pump is a transfer device to take heat at a low level temperature and raise it to a desired level, a low level source must be available. It is this winter heat source that poses serious problems. Heat sources which have been used are four in number:

1. *Air source*
2. *Water*
3. *Supplementary electric or gas boiler*
4. *Internal building heat*

Air is used as a source of heat in the southern areas of the country where the winter temperatures do not fall much below 20° F. to 30° F. This source is always available and costs nothing. In our area though, with its —20° F. outside temperatures in winter, problems are encountered.

To obtain heat from —20° F. outside air, this air will have to be cooled to something like —35° F. This imposes a severe duty on the compressors and requires high power input and, consequently, uneconomical operating costs. Another major problem is that the outdoor air in being cooled to below 30° F. contains moisture and this moisture forms ice on the coils, preventing further cooling. Provisions then must be made for defrosting the coils.

Another source of heat is water and when available in sufficient quantity and quality is the most desirable. Usually well and river water are of poor quality, which means severe fouling may occur on the heat exchange surfaces in the refrigeration cycle. Well water has been used successfully as a supplementary heat source in the Kimberly High School heat pump system.

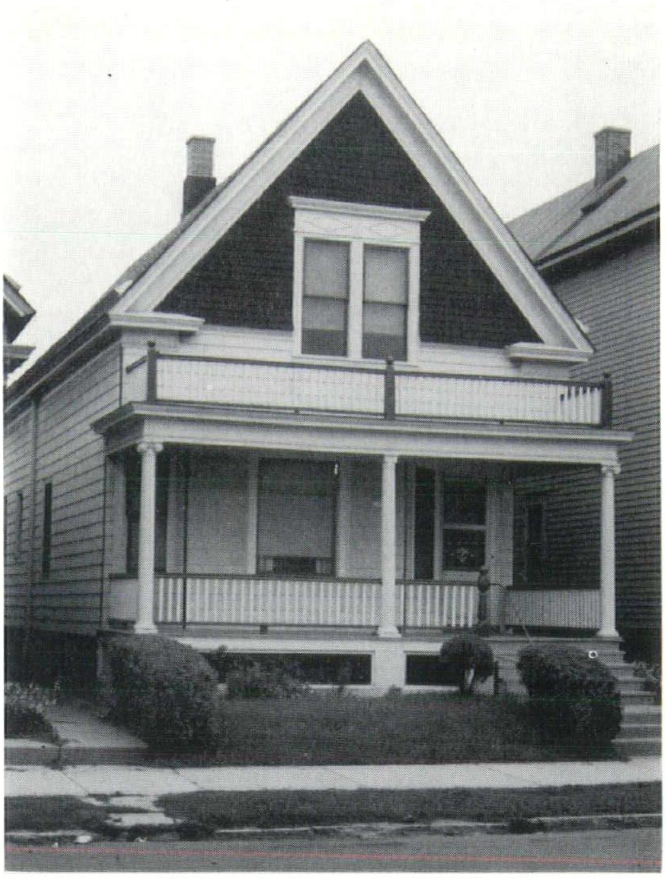
If well water is not available for supplementary heat, direct electric heating elements in the heating circuit or a gas fired boiler can be utilized. Great care should be used before selecting a gas boiler, as most electric utilities have special all-electric rates which apply to all electric consumption in the building including such items as lights and auxiliary motors. If a gas boiler is used the project would not qualify for the all-electric rate and substantial savings for other electric consumption would be lost.

Internal building heat can be the major heat source in a heat pump system. Higher lighting levels, occupants. other electrically operated equipment, and recovered heat from exhaust air in conjunction with the heat of compression can suffice to provide all heating requirements in a building down to an outside temperature of 15° F. or lower. This would mean that the supplementary heat in the form of well water or direct electric heat would only be required at temperatures below 15° F., or less than 10 per cent of the heating season.

Operating costs must be given careful study. Although the heat pump is operated by electricity, electricity is not converted directly into heat energy as in a toaster or electric range. Direct conversion of electricity to heat results in 3413 Btu produced for each kilowatt hour purchased. In the heat pump electricity is used to power a compressor that extracts heat usually wasted. The coefficient of performance is high, on the Kimberly High School it is 4.7, or 4.7 heat units are made available for each unit of electric energy purchased to drive the unit. The savings in operating cost on the Kimberly High School heat pump system over a conventional fossil fueled system is an impressive $4,900. An additional $4,000 a year is saved on the lighting and auxiliary motors, so that a total of $8,900 is saved over the conventional system.

First costs of the heat pump system are normally less than the first costs of a conventional system with maintenance costs obviously less because there are no boilers, fuel storage, fuel oil pumps and boiler chemical teatment, etc.

Our firm has designed, and in operation, three schools which are heated and cooled with heat pumps, and these are operating beyond our design expectations. The Allen-Bradley Office and Research Center has the world's largest heat pump installation which was designed by Consulting Engineer George H. Volk. In addition, there are many more installations across the nation. The future of the heat pump is bright, and we predict that it is destined to grow at an impressive pace and is only limited by the imagination of the Consulting Engineer.



WAICO

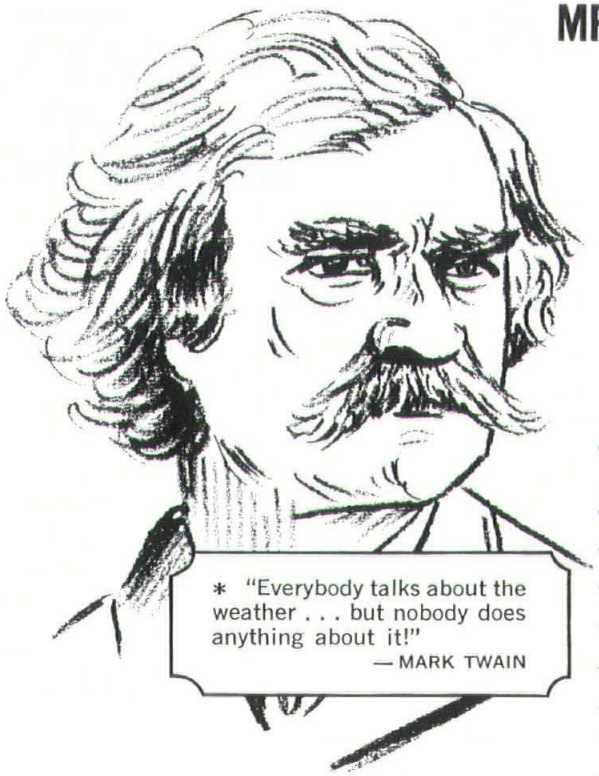
Continued from page 18

of Redevelopment Services, Inc., had a proposal ready for the Board's consideration.

The Leenhouts showed preliminary sketches of a multi-unit building, designed jointly with Redevelopment Services, Inc., which would house at least eight families, and lend economies which are expected to produce rentals at a marketable level. They were authorized to prepare drawings detailed enough to submit for preliminary bidding.

The Board also authorized a communication be sent to a select list of absentee property owners to determine how many would be interested in having WAICO manage their properties. This is in response to the most prevalent observations of absentee owners at the meetings . . . that they have difficulty finding tenants to suit their properties, informing tenants of minimal maintenance expected of them, and, finally, managers to do these things for them. If there are enough interested to provide income to start a paid staff, the Board is ready to undertake such a program.

The long winter months are ideal for the paper-work which must precede new building, and contacts with such people as City offices. WAICO plans on a really big celebration of its first anniversary next April 1. By that time it hopes to have a ground-breaking, to signal the start of the final phase in rescuing an area of homes and people from the bulldozer.



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Mark A. Pfaller

Continued from page 7

been proposed. These bills were discussed most ably by Mr. Tomlinson, legal counsel.

In June, Mark attended the National AIA Convention in Washington, D. C., and reported his observations to the Executive Committee.

In September, Mark attended the Biannual Regional Conference in Minneapolis where problems of our various states were discussed. One of the important matters of the day has become the interest in Care and Housing of the Aged.

Our State of Wisconsin has been cognizant of this need. With the increased need for such care, Wisconsin has prepared its "Nursing Home Regulatory Procedures." In September Governor Knowles, in presenting the State's regulation on Nursing Homes, complimented Mark in his letter stating in part:

"As the report points out, much progress has been made in streamlining these procedures to consider those being regulated, in providing for more efficient use of state personnel and more uniformity of standards. This action was made possible because representatives of your organization worked with others in the field to develop significant recommendations which were aimed at improving this situation.

"Thank you for your help and your continued interest in good government in Wisconsin."

Robert P. Potter
Member of the Executive Committee
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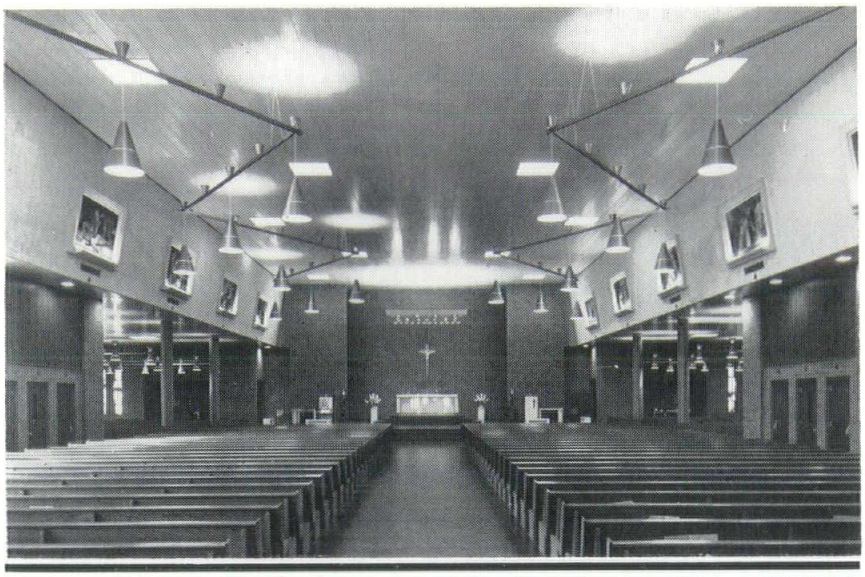
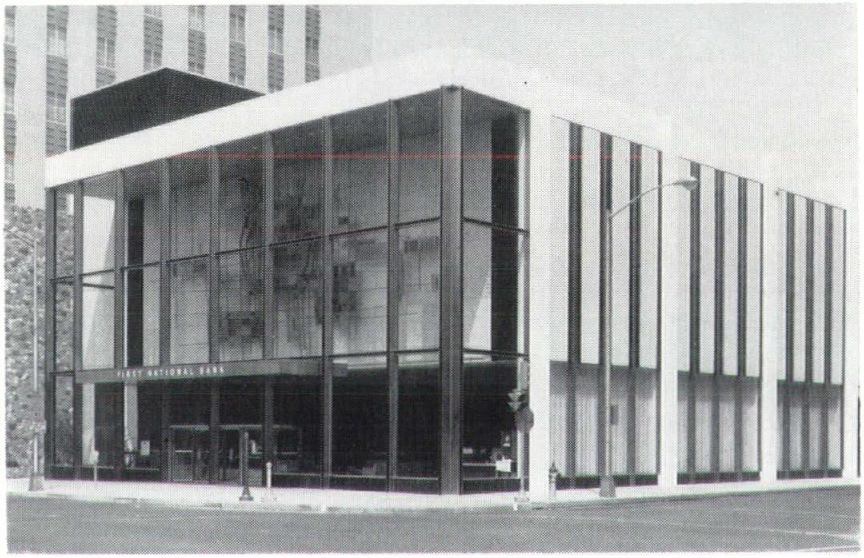


Holy Name of Jesus Church — Kimberly, Wisconsin
Narovec & Associates — Architects

Airtex Radiant Ceilings work perfectly in the Holy Name of Jesus Church. Concentrated radiant ceiling panels at the side aisles take care of basic wall heat loss. Distributed radiant ceiling panels and matching sound reflective ceiling panels provide for the roof heat loss and maintain warm, comfortable pew and floor surface temperatures. The ceiling height is 26 feet in the Nave and acoustical treatment is achieved through the use of perforated acoustical panels combined with the radiant panels in the transepts and with fissured acoustical title applied to certain wall areas.



First National Bank of Appleton
Childs and Smith — Architects

The glass face in the front of the First National Bank of Appleton is 100 feet long and forty-six feet high. Keeping the glass and metal frost and condensation free was accomplished through the use of an Airtex radiant ceiling panel 100 feet long and 10 feet wide. This at the time was the highest radiant ceiling application in the country. Even on cold days the warmth effect is the same as on a sunny, warm day. Cooled air is provided by the slender sill convector even on cold days.

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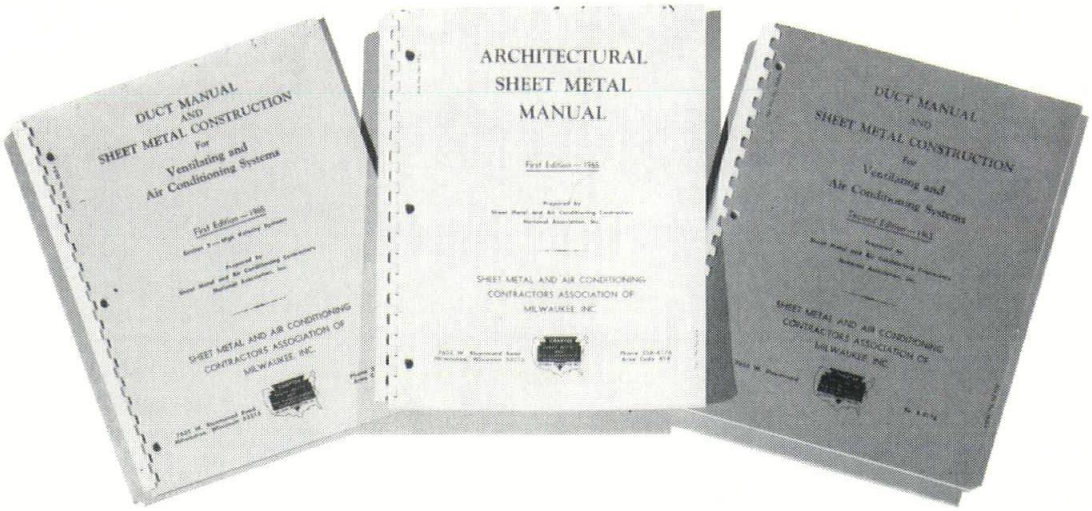

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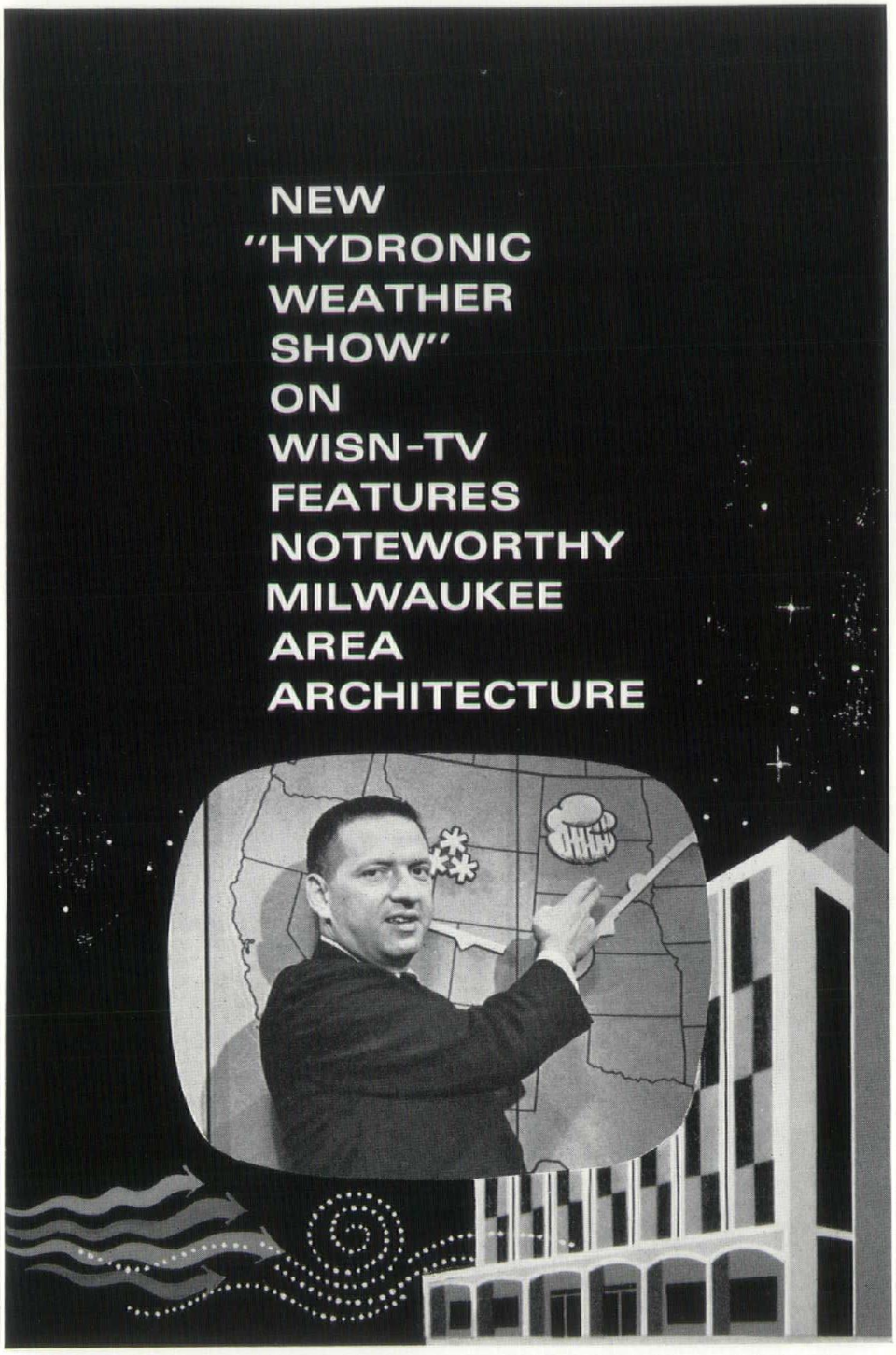

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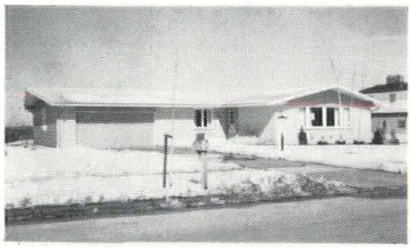

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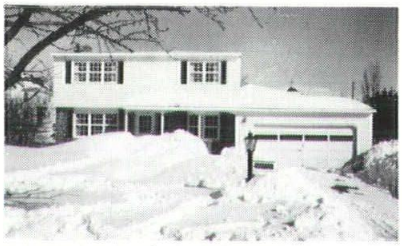

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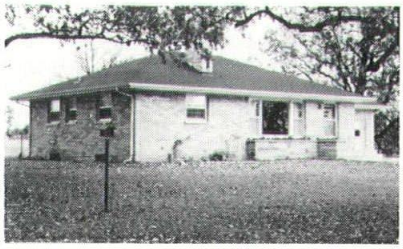

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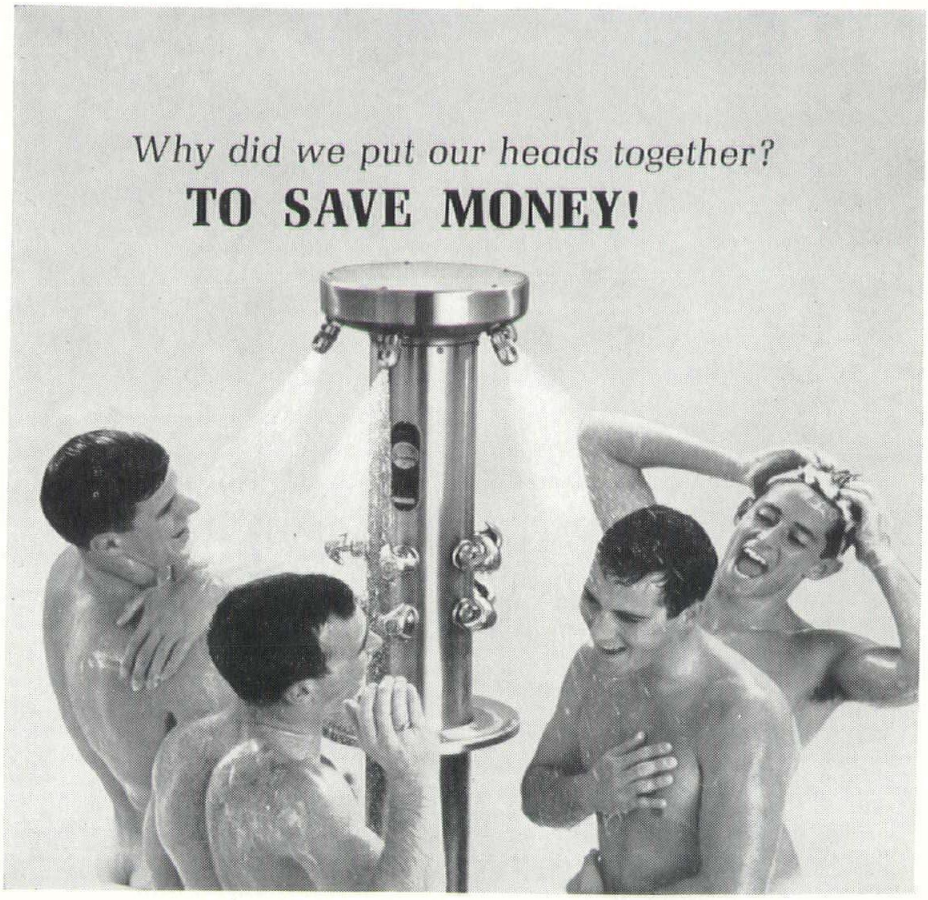
P/C producers' council

The welcome mat is out. This time for W. H. Pipkorn Company. Fred Marion and Company are indeed well known throughout Wisconsin and handle all types of brick materials.

Lester Seubert, AIA, was guest speaker at the November business meeting and spoke on Manufacturers literature. Thanks, "Les," for a very enjoyable program.

Next month, February 16, that is, is the date of the Producers' Council School Construction Seminar. Kick-off time is 1:30 P.M. with cocktails and dinner to be served after the session. I might add, this program is beginning to shape up to be the biggest thing in which this Chapter took part. The first Seminar was held in Washington, D. C., on September 8, then went to Baltimore, Philadelphia, Newark, New York and so on across the country. The last session will be in Honolulu in the Spring of '66. The aim of the Seminar is to provide participants — architects, engineers, educators, and building product manufacturers—with a medium for discussion of mutual school construction problems, objectives, needs, ideas, capabilities, and limitations. An estimated 10,000 persons are expected to attend across the country. So circle February 16 on your desk calendar, and your architects involved in school projects should talk to your clients to be sure they attend. See you all there.

Russell J. Sandhoefner
President, Milwaukee Chapter



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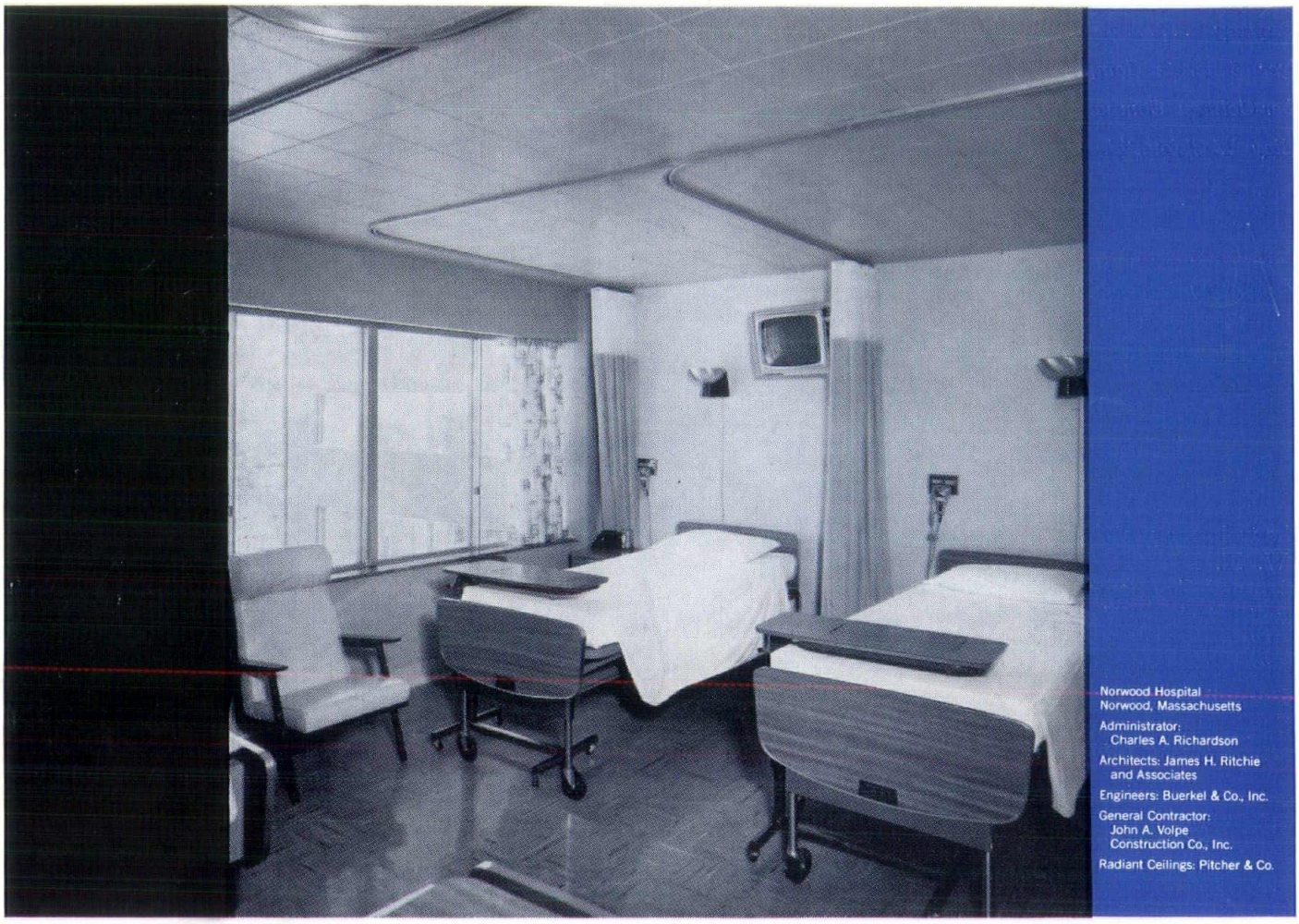

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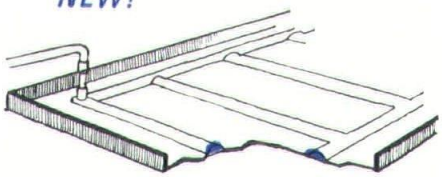

Inland IRC/HP Hi-Performance Panel—the most efficient radiant heating and cooling panel ever designed! The attractive one-piece IRC/HP panel contains its own integral water channels—cuts conductivity losses by eliminating separate pipes, panels and connecting methods.

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